# MODERN PACKAGING

Vol. 1, No. 9 New York May, 1928

# A NOVELTY YESTERDAY
# A NECESSITY TODAY

The growth of the folding box industry, the manufacture of cartons and containers, is one of the wonderful features of American industrial expansion.

The memory of middle aged men goes back to the time when this cleanly and convenient form of packaging was practically unknown.

Last year the use of cartons in this country reached the amazing total of more than

## THIRTY BILLIONS

In our plant alone it requires paper makers, artists, engravers, chemists, ink makers, multicolor printers, box fabricators, electricians, machinists, and many kinds of machinery almost human, to create these articles of every day use which have now become closely woven into the fabric of our every day life.

We have, in our model plant, hundreds of highly trained specialists working day and night with this great objective in view

## QUALITY AND SERVICE.

# FORT ORANGE PAPER COMPANY

Castleton on Hudson, N. Y.

New York Boston

## Protect Quality with Quality

IT has been proven that the products that sell the best are those that stay fresh and wholesome until used by the consumer.

As a recognized leader in the production of quality food protective papers we are always glad to help in the selection of the proper paper for your products.

A complete research laboratory in the hands of expert chemists is at your disposal. There is no charge and it places you under no obligation.

# KALAMAZOO VEGETABLE PARCHMENT CO.

## Kalamazoo, Michigan

# MODERN PACKAGING

For the Service of those Industries where Packaging is a Factor

VOLUME 1 MAY, 1928 No. 9

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"NATIONAL"

PACKAGING MACHINERY

feeds. forms & dates. lines. weighs & fills. seals. wraps & hermetically seals cartons

**Fills Bags; Packs Cans; Cartons Bottles; Forms Paper Boxes, Tapered Pails, Display Containers, Etc.**

**THIS LOS ANGELES, CAL., INSTALLATION IS ONE OF MANY**

**optional combinations of our standardized, interchangeable units.**

**Capacity up to 36 packages per minute.**
**Floor space less than 18 by 25 feet.**

**Only one operator required.**
**Easily adjustable to several sizes.**

***Send for certified operating and maintenance costs.***

**NATIONAL PACKAGING MACHINERY CO.**

*Manufacturers*

**181 GREEN STREET, JAMAICA PLAIN, BOSTON, MASS.**

# *These Redington Machines eliminate 10 hand packers each, and produce a superior package . . .*

WHEN the John B. Canepa Co. installed these Redington cartoning machines they were using an average of 75 hand packers and sometimes experienced difficulty in keeping up with the production requirements. With their Redington Type 15 machines a superior package is being produced with 10 less operators per machine. There is a decided reserve capacity available for rush work and the direct saving in labor will be sufficient to pay for the machines within a few short months.

In this cartoning operation macaroni (or spaghetti) is weighed by the operators and placed in the bucket of the conveyor. Paste-board cartons are formed by the machine, filled, and sealed by gluing the end flaps. Each of the machines in this installation maintains a consistent high average and operates smoothly and accurately month after month.

***Operators Are Not All Alike***
**. . . but the wise production superintendent can make adjustments which will bring production to a steady, level rate which can be maintained day after day.**

Redington Model A counting machines give you the facts on which to make comparisons between operating crews on automatic and semi-automatic machines. Get the facts on actual production easily and quickly by the use of Redington counters.

Redington special machines can be adapted to a wide variety of packaging and cartoning operations. The Redington engineering staff is at your service and will provide definite information on performance on receipt of a description of your requirements or a sample of your present package. Bulletins describing the exclusive features of Redington cartoning machines will be sent on request.

# F. B. Redington Co.

Established 1897

*Cartoning—Packaging* *Labeling—Wrapping Machines*

110-112 South Sangamon Street
Chicago, U. S. A.

# Pop corn or hog concentrate—

PRODUCTS packaged in metal are so numerous that we seldom "wonder at" the diversification of *kinds* of products.

From tennis balls to paint removers, from pop corn to hog concentrate there is no limit to the varieties of products packaged in metal. And this variety is something to marvel at until you consider how practical a metal package is, how perfectly it protects its contents, and how marvelously metal lends itself to attention-getting lithographic decoration.

If you have a product that's packaged you can get a lot of interesting information about it if you confer with a Canco salesman. Why not call him in?

## AMERICAN CAN COMPANY

CONTAINERS OF TIN PLATE · BLACK IRON · GALVANIZED IRON · FIBRE
METAL SIGNS AND DISPLAY FIXTURES

CANCO

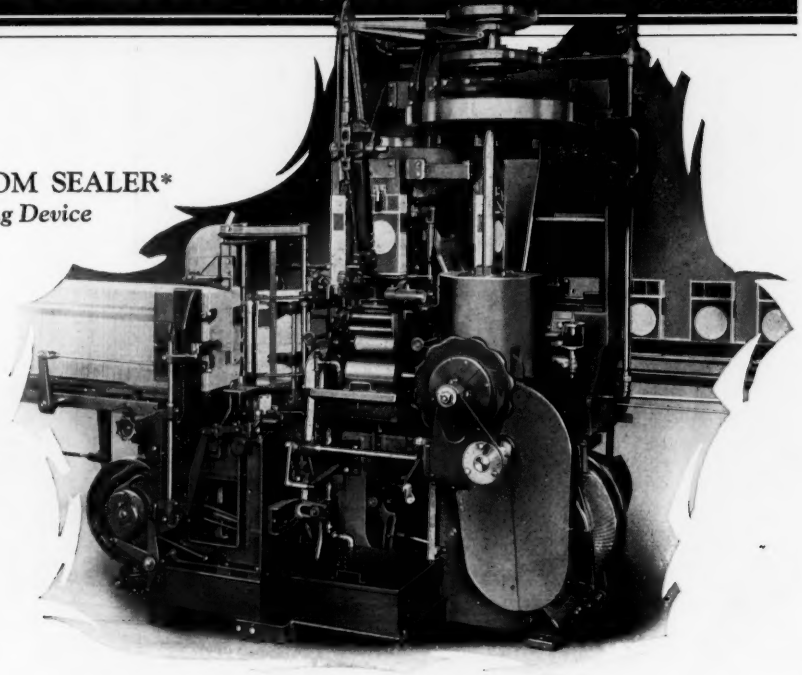
NEW YORK · CHICAGO · SAN FRANCISCO

15,360

*Your speed per minute with 70 units!*

"PNEUMATIC" AUTOMATIC PACKAGING MACHINERY

HIGH SPEED BOTTOM SEALER*
*with Carton Feeding Device*



*One of the Seventy!

**It feeds, squares, and bottom seals**

# 60 Cartons a minute!

A CARTON EACH SECOND is the *average production speed* of this new unit in the "Pneumatic" Automatic Packaging system.

Knocked-down containers are fed automatically by the Pneumatic Carton Feeder. These are squared, and the bottom flaps are folded in and sealed under terrific pressure. Any special identifying stamp can be embossed in the bottom during this operation. The open cartons are then delivered to traveling belt and conveyed directly to the lining or filling machine.

This unit is self contained, compact, and motor driven; is fully automatic and is equipped with every safeguard.

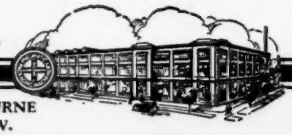
***Among the many users***

Great Atlantic & Pacific Tea Co., New York City
Kellogg Company, Battle Creek, Michigan
California & Hawaiian Sugar Ref. Co., San Francisco
Oakite Products, Inc., New York City
Colgate & Company, Jersey City, N. J. and Jeffersonville, Ind.
Thos. J. Lipton, Inc., Hoboken, N. J.
Los Angeles Soap Company, Los Angeles, California
Procter & Gamble Company, Cincinnati, Ohio
Wm. Waltke & Company, St. Louis, Missouri
Spillers Industries, Limited, Waterloo, England

***Blue prints, floor plans, and installation service details***

sent immediately. Send us your cartons—let us discuss automatic packaging systems with you. ***Come to Headquarters!***

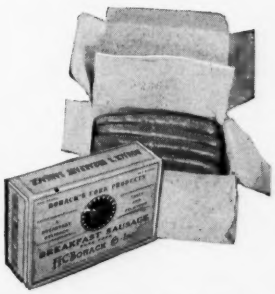
PNEUMATIC SCALE CORP., *Ltd.*, NORFOLK DOWNS, MASS. U. S. A.



NEW YORK CITY 26 Cortlandt Street | SAN FRANCISCO 320 Market Street | CHICAGO 360 N. Michigan Ave. | MELBOURNE N. S. W. | LONDON, ENGLAND

# The trend is toward smaller CONSUMER PACKAGES

## *and* Paterson Genuine Vegetable Parchment *helps make this possible*




These consumer packages—in line with the trend—are proving extremely popular.

MORE and more—progressive packers are enjoying a new added volume of business in small packages—never opened from the time they are packed until they are laid out on the housewife's kitchen table.

This is speeding up dealer sales, eliminating waste on dealers' counters, and keeping the packer's name before the consumer on every package!

Paterson Genuine Vegetable Parchment is helping make this possible.

It is grease proof, moisture proof, odorless and tasteless. It reproduces your brand mark perfectly — *and the inks are guaranteed fast!*

*You are cordially invited to write to us for suggestions as to new ideas for wrappers and labels. Our Research Department is organized to serve you in just that way, entirely of course at our expense. . . .*

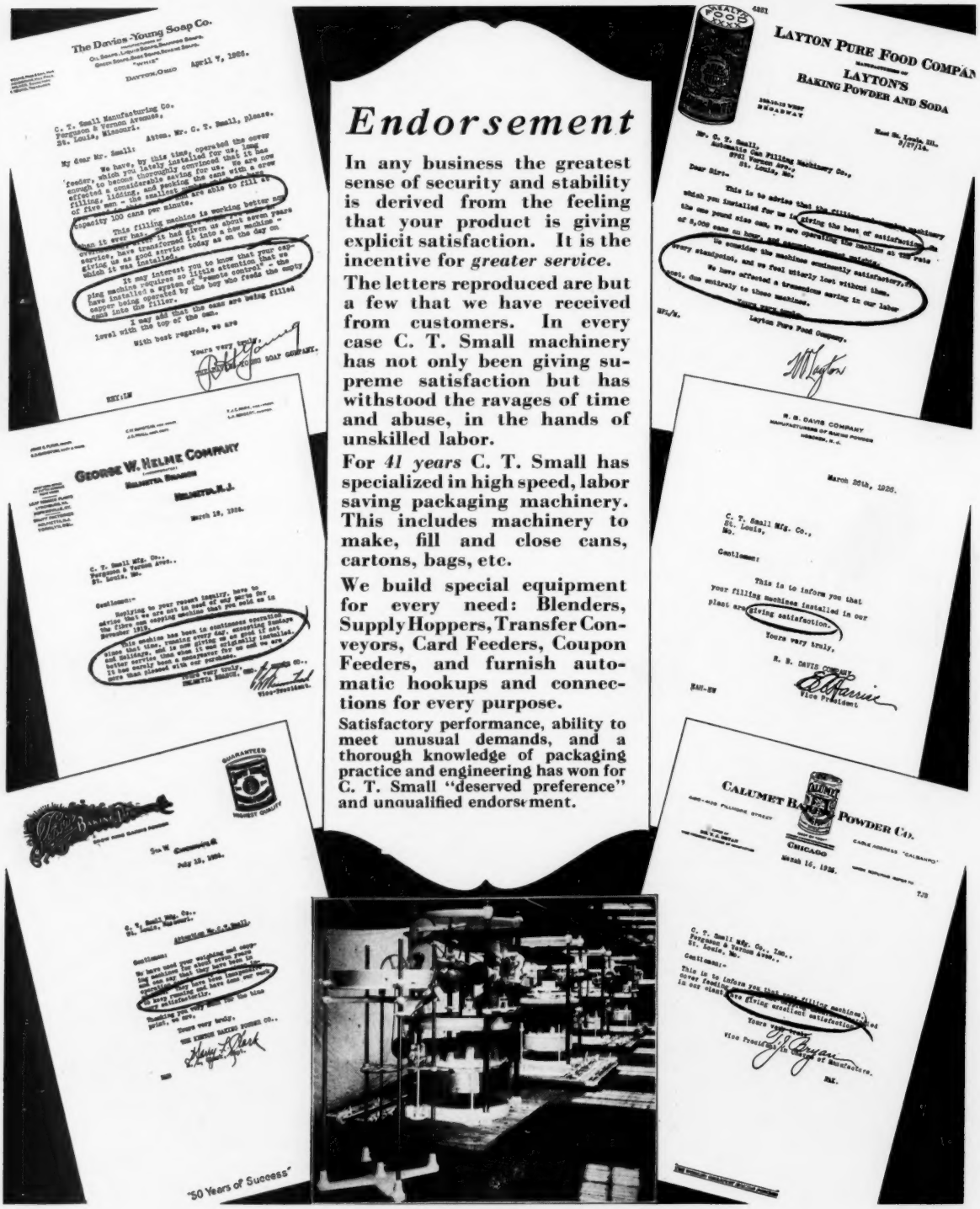
Each is protected by a wrapper of Paterson Genuine Vegetable Parchment—printed in brilliant fast-color inks.

## The Paterson Parchment Paper Company

*Original Makers of Genuine Vegetable Parchment*

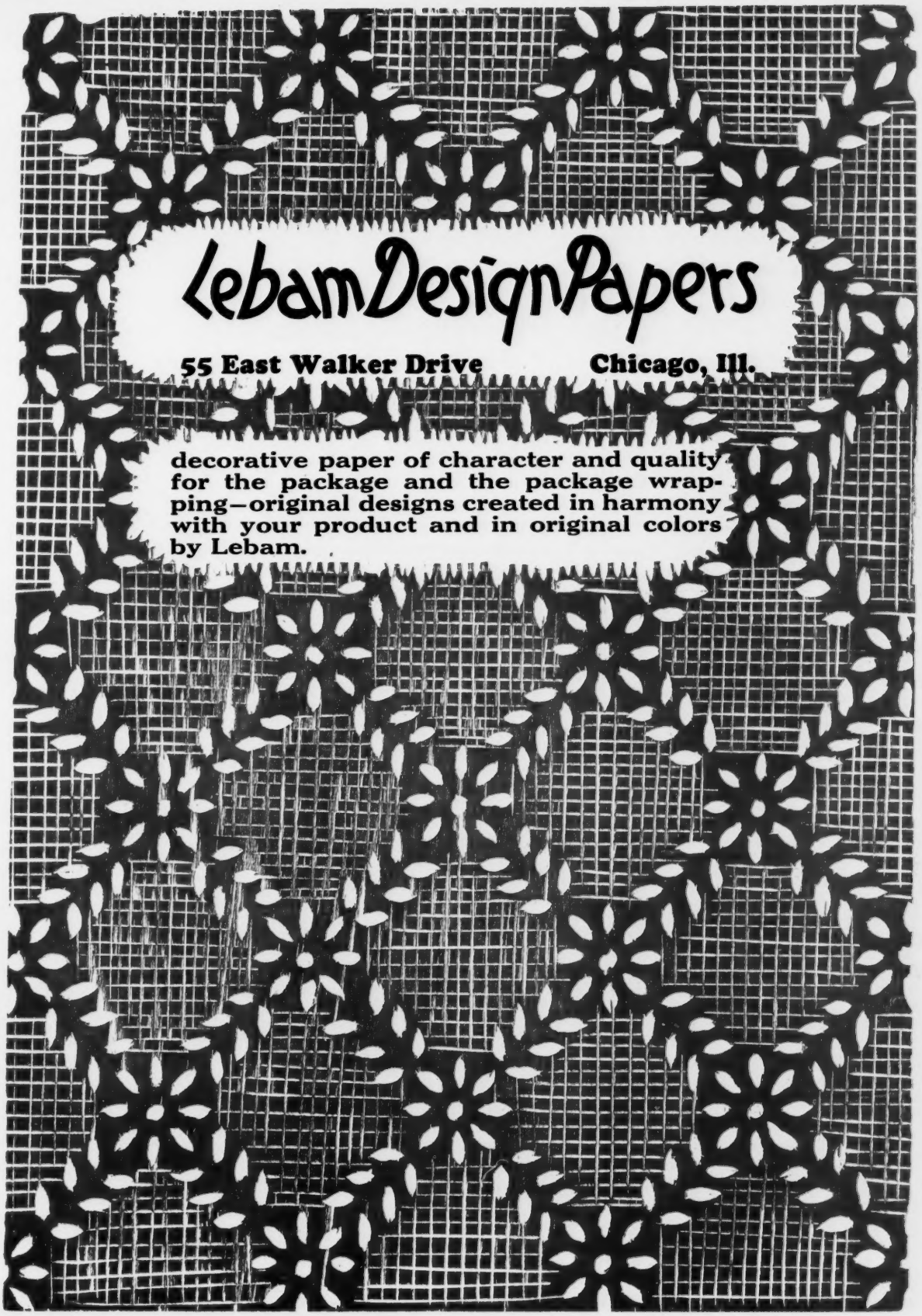
PASSAIC, NEW JERSEY

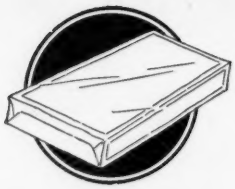
*Chicago* *San Francisco*


Endorsement
In any business the greatest sense of security and stability is derived from the feeling that your product is giving explicit satisfaction. It is the incentive for *greater service.*
The letters reproduced are but a few that we have received from customers. In every case C. T. Small machinery has not only been giving supreme satisfaction but has withstood the ravages of time and abuse, in the hands of unskilled labor.
For *41 years* C. T. Small has specialized in high speed, labor saving packaging machinery. This includes machinery to make, fill and close cans, cartons, bags, etc.
We build special equipment for every need: Blenders, Supply Hoppers, Transfer Conveyors, Card Feeders, Coupon Feeders, and furnish automatic hookups and connections for every purpose.
Satisfactory performance, ability to meet unusual demands, and a thorough knowledge of packaging practice and engineering has won for C. T. Small "deserved preference" and unqualified endorsement.
The Davies-Young Soap Co.
LAYTON PURE FOOD COMPANY
LAYTON'S BAKING POWDER AND SODA
GEORGE W. KELME COMPANY
R. B. DAVIS COMPANY
CALUMET BAKING POWDER CO.
"50 Years of Success"

# The C. T. Small Manufacturing Co., *Inc.*

**1204 Ferguson Avenue, St. Louis, Mo.**


Lebam Design Papers
55 East Walker Drive Chicago, Ill.
decorative paper of character and quality for the package and the package wrapping—original designs created in harmony with your product and in original colors by Lebam.



# *For Neater, Cleaner Packages*

OF THE many fields of industry in which AMF Wrapping Machines have proved their high value as economic tools of production, none yields a more interesting story than the confectionery trade. This is particularly true in the branch of that trade which manufactures cough drops, throat pastilles, etc.

A large number of AMF Wrapping Machines, fully automatic in operation, are used in such well-known plants as Heide's in New York City and Smith Bros. in Poughkeepsie, N. Y., and Michigan City, Ind. Running at an average speed of 96 per minute, each machine tended by one girl wraps and seals individual packages far more quickly, neatly and cleanly than is possible by hand.

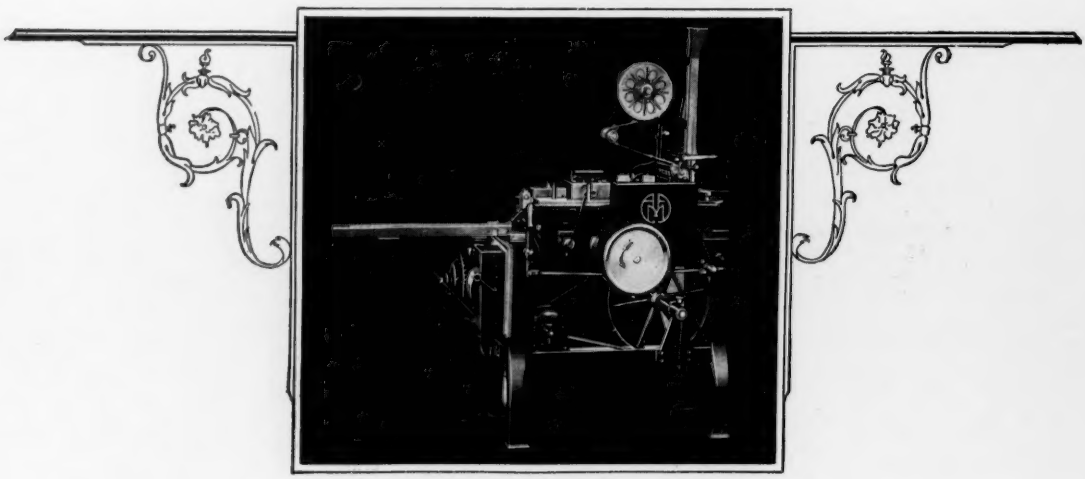
This AMF-applied outer wax wrapper preserves the fine qualities of the product for long periods, keeps the package clean, and enhances their sales value by a distinct improvement in appearance.

The Heide and Smith Bros. installations are typical of the fine results which may be secured through the use of automatic machinery especially adapted to the needs of particular industries by engineers who *know* wrapping problems thoroughly.

AMERICAN MACHINE & FOUNDRY CO.

Sales Offices: 511 Fifth Ave., New York, N. Y.

Works: 5502–5524 SECOND AVENUE, BROOKLYN, N. Y.



PACKAGE WRAPPING MACHINERY

# *Hampden Fancy Box Coverings*

SIMPLIFY the package problem. Their beauty attracts, their quality sells more goods.

¶ HAMPDEN FANCY BOX PAPERS need but the slightest touch of printed design. In themselves they are beautiful, and carry that irresistible sales appeal.

## *Antique*

one of the best designs for
Hallowe'en use

Send for Samples.

*Sold Exclusively By*

HAMPDEN GLAZED PAPER AND CARD COMPANY

MANUFACTURERS

HOLYOKE, MASS., U. S. A.

*New York Office*
*JAMES A. LEYDEN*
*501 Fifth Avenue*

*Philadelphia Office*
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*486 Bourse Building*

*Chicago Office and Warehouse*
*500 South Peoria Street*

*San Francisco Office*
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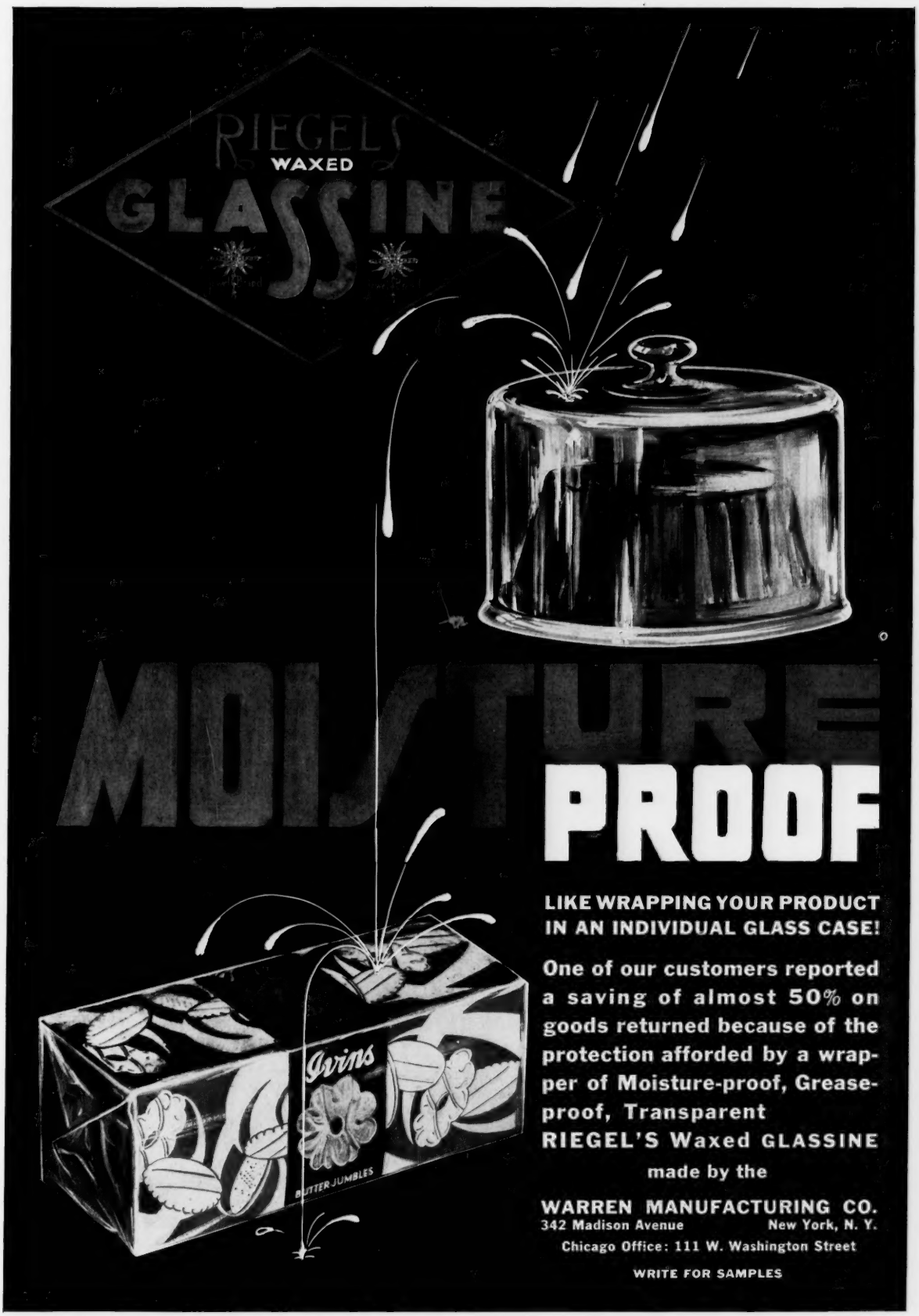
*200 Davis Street*

*Distributed By*
*FRED'K JOHNSON & CO., LTD.*
*11-b Upper Thames St.*
*London, Eng.*


RIEGEL'S
WAXED
GLASSINE
MOISTURE
PROOF
LIKE WRAPPING YOUR PRODUCT
IN AN INDIVIDUAL GLASS CASE!
One of our customers reported a saving of almost 50% on goods returned because of the protection afforded by a wrapper of Moisture-proof, Greaseproof, Transparent
RIEGEL'S Waxed GLASSINE
made by the
WARREN MANUFACTURING CO.
342 Madison Avenue New York, N. Y.
Chicago Office: 111 W. Washington Street
WRITE FOR SAMPLES
Avins
BUTTER-JUMBLES

CHICAGO, ILL.

*Paper Boxes Fibre Cans Mailing Tubes*

Established 1866 Incorporated 1893

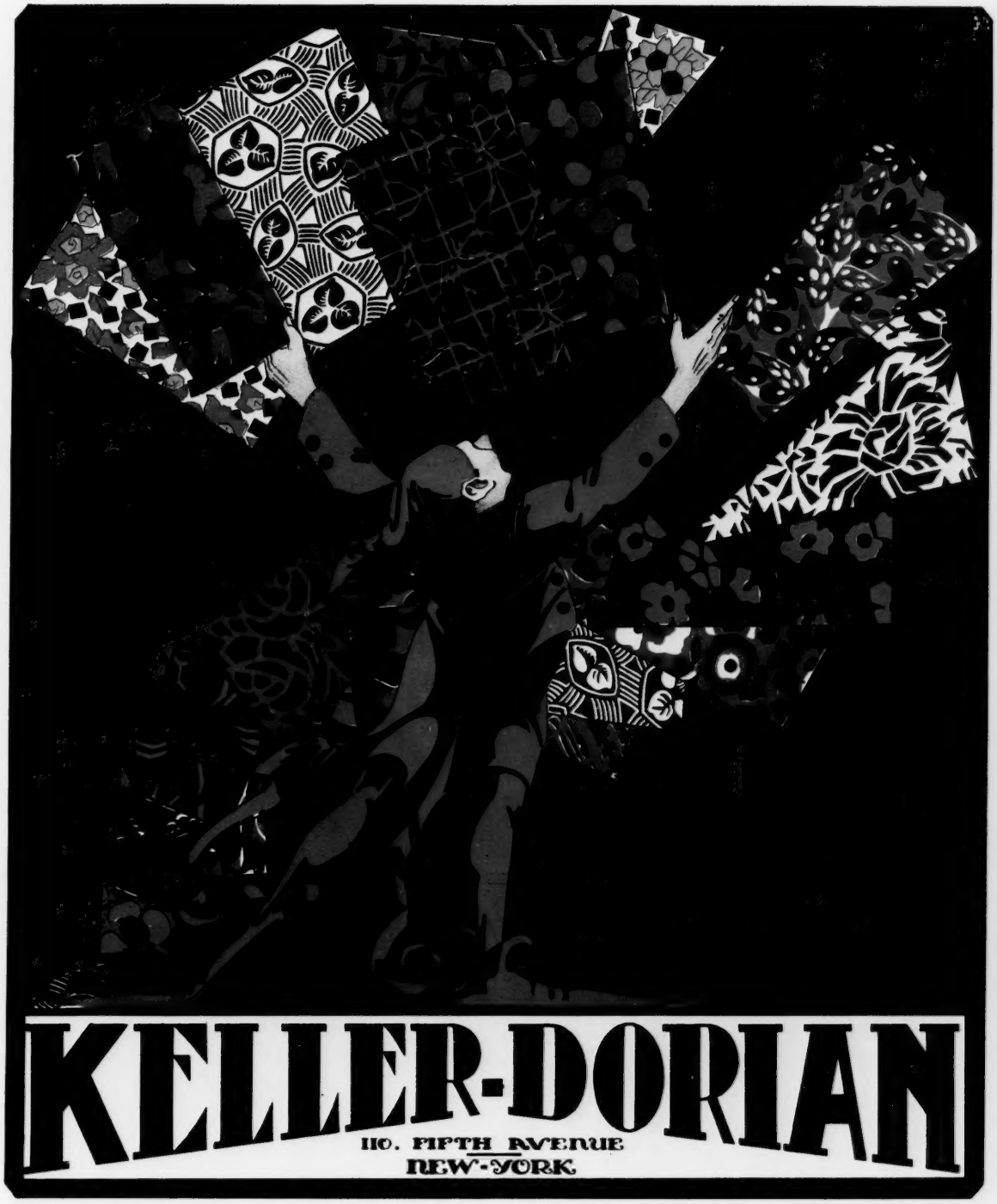
W. C. RITCHIE and COMPANY

831 West Van Buren Street

Chicago

L. H. BRODRICK, New York City
SAM O. RAUH, Cincinnati, Ohio
J. J. RUSHIN, Atlanta, Ga.
STRIEBY and BARTON, Hollywood, Calif.

SOUTH CHICAGO, ILL.




KELLER-DORIAN PAPER C°
159, N^th State S^t — CHICAGO

KELLER-DORIAN PAPER C°
1265a Labelle MONTREAL (Canada)

COLOR!

COLOR!

COLOR!

THAT is the cry of the package maker and the package merchandiser. Gorgeous . . . alluring . . . sales-stimulating color for package wraps!

Nowhere will you find a greater variety of colorful coverings than in the KELLER-DORIAN line.

KELLER-DORIAN PAPER COMPANY
INCORPORATED

*For the convenience of members and associates of the Paper Box Manufacturers' Association, a display of our papers will be held during the Convention in Room 394, Waldorf-Astoria Hotel, May 22 - 25, 1928.*

*LET*

# FOIL

## *Advertise, Preserve, Protect, and Sell Your Product.*

**It doesn't matter how good your product is when made—what counts is how good it is when consumed.**

**When you are smoking a dried-out, strong cigar, there's no consolation in having someone tell you it was a fine cigar *when it left the factory.***

**Your product, whether it be cake, candy, cheese, chewing gum, cigars, cigarettes, soap, tea, or anything else subject to drying out or deterioration, if worth selling is worth wrapping in foil.**

**The foil-wrapped package has a sparkle that catches the eye and advertises itself right at the point where the sale is made.**

**Whatever your product is, we can develop a suitable foil package for it. A letter to our Creative Department will get results.**

**Our products include**

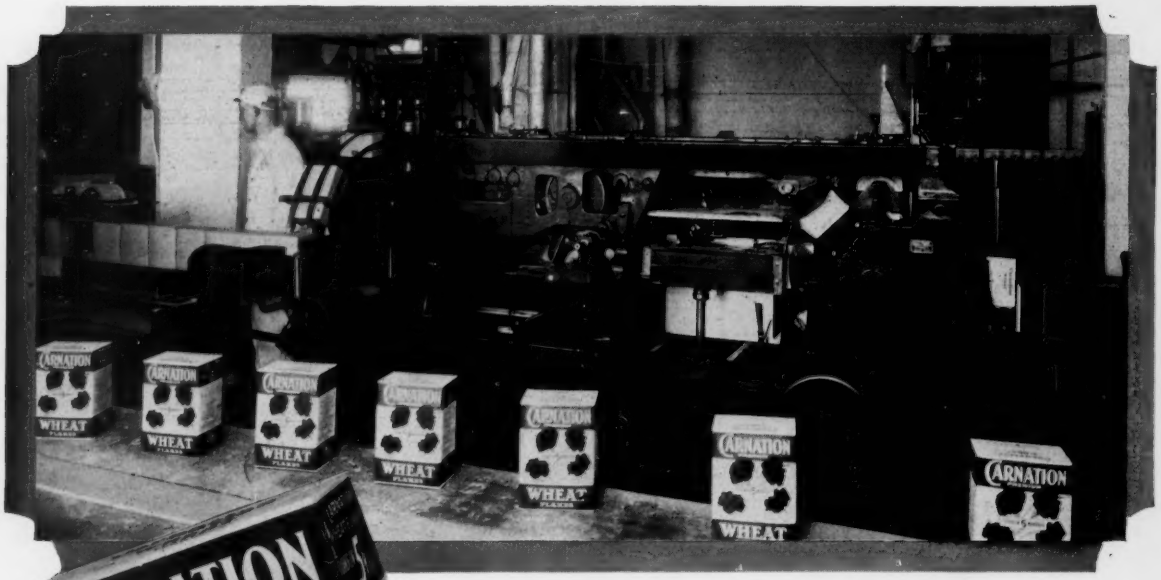
Aluminum Foils
Tin Foils
Composition Foils
Master Metal Cartons
Unifoil Box Covers
Foil-lined Boxes
Foil-surfaced Papers
for every package purpose

A MASTER METAL PRODUCT

*A Mark of Quality*

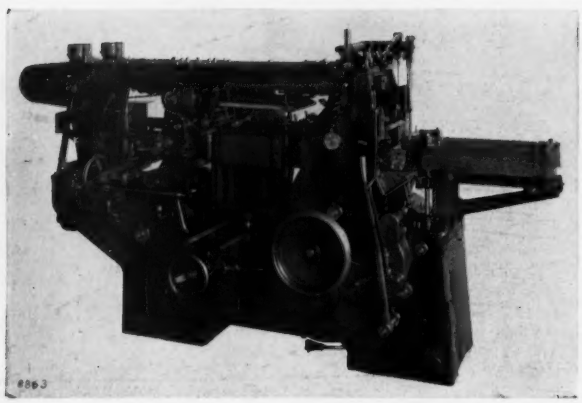
## U. S. FOIL CO.

**Louisville - Brooklyn - San Francisco**



# "A Package of Unusual Size"

**At the plant of the Albers Bros. Milling Co., San Francisco, Cal., *Stokes & Smith Tight-Wrapping Equipment* performs an unusual job. It takes a package 10″ high, 7″ wide, 4″ thick, weighing 2 lbs. 8 oz. net, containing a china plate and tight wraps it at the rate of 60 per minute. It applies the wrap uniformly and tightly and makes a distinctive-looking package—one sure to "catch the eye" of the buyer.**



**Tight-wrapped packages have enabled many companies to obtain a better quality of product. In many cases it has solved merchandising problems. Its efficacy is attested to by hundreds of companies who have tried S & S Tight-Wrapping equipment and found it all that we claim for it.**

***Confer with us on any packaging problem.***

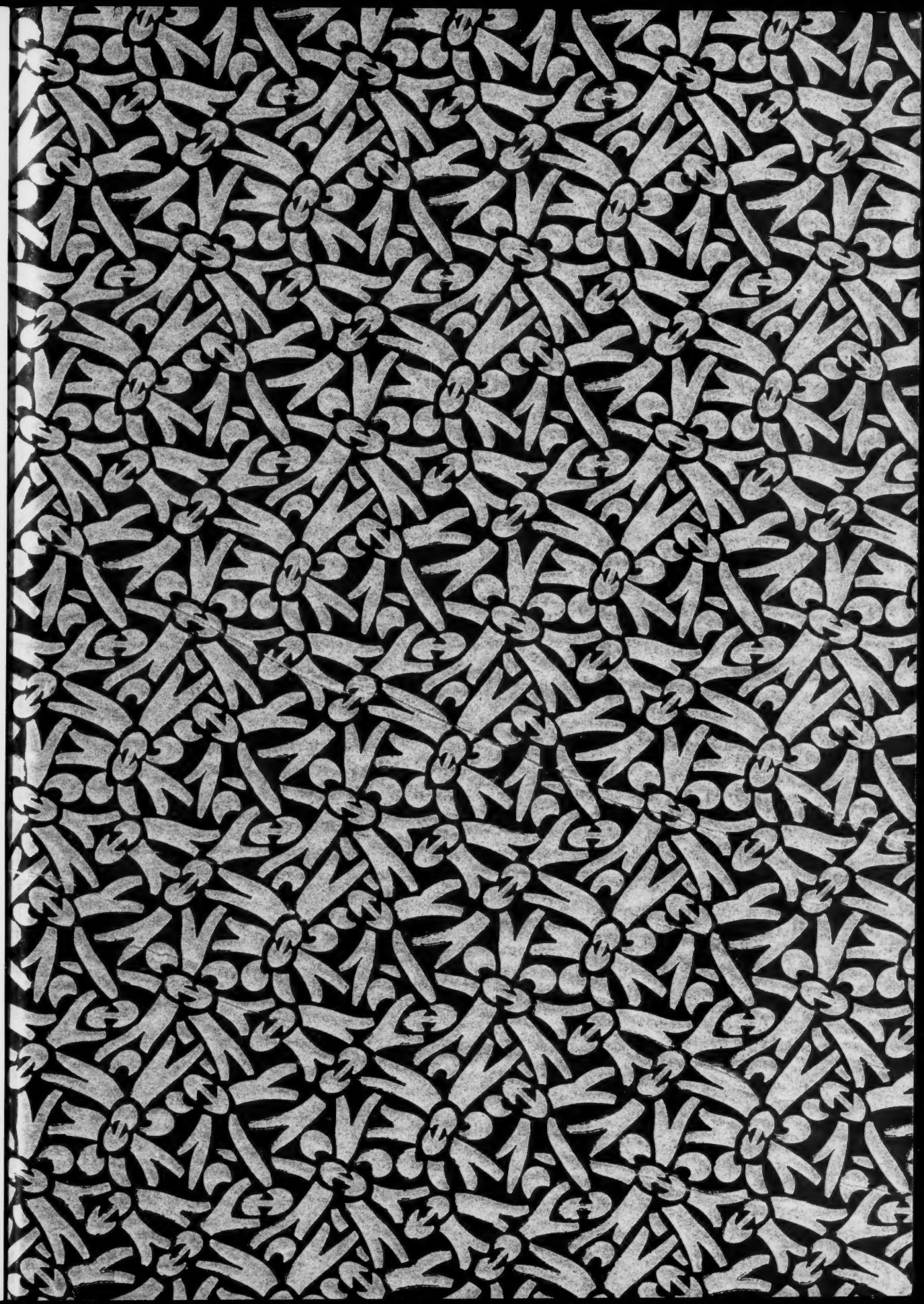
**We Manufacture a Complete Line of Packaging Machines—Filling—Sealing—Tight-wrapping**

# STOKES & SMITH COMPANY

## PACKAGING MACHINERY

FRANKFORD, PHILADELPHIA, U. S. A.

LONDON OFFICE—23 GOSWELL RD.



*The NEW LINE of*

# American Beauty

*Reg. U. S. Patent Office*

# Papers

Will be exhibited at the New York Convention
Waldorf Astoria Hotel, Room 358

**May 23-25**

*UNQUESTIONABLY THE FINEST LINE*

*manufactured by the C. R. Whiting Co. in over 25 years.*

## C. R. WHITING CO., Inc.

281-287 N. J. Railroad Ave. Newark, N. J.

# *Cellophane—"The Something New"—Many Products Need*

ANOTHER industry has turned to Cellophane as a means of showing its products in a new way. F. E. Fonseca & Sons and other cigar manufacturers found that a wrap of Cellophane gave to their items the added sales appeal they needed.

Cellophane helps cigars sell themselves. A convenient unit—visible and attractive—ideal for display—protected from dust and handling—no wonder it gains preferred position on the counter.

Today a vast variety of industries find 100% transparent Cellophane invaluable. Textiles, confections, baked goods, cosmetics, books, toilet articles—products in these and many other lines are helped by Cellophane to greater sales volume.

On request we will send descriptive booklet and samples. It will probably start you to thinking on how Cellophane can help your product.

**DU PONT CELLOPHANE CO., Inc.**

*Sales Offices:* **2 Park Avenue, New York City** *Plant:* **Buffalo, New York**

*Canadian Agents:* **WM. B. STEWART & SONS, Limited, Toronto, Canada**

DU PONT CELLOPHANE
REG. U.S. PAT. OFF. AND CANADA

Cellophane is the registered trade mark of Du Pont Cellophane Company, Inc., to designate its transparent cellulose sheets and films, developed from pure wood pulp (not a by-product).

# Cellophane

# *This?* ~ *or this?*

INTERSTATE

It's the condition in which your goods arrive at destination which counts with your customers, not the condition in which they are shipped. If the goods arrive stained, damaged or imperfect, the customer blames you. Every incident of this kind means a loss of the good will which your sales and designing departments are constantly striving to build up.

Don't jeopardize your priceless good will. Make sure that your containers are properly designed and competently made to protect your shipments against the most abusive conditions of transportation and to arrive at destination in perfect condition.

The consistent growth of INTERSTATE, reflected in a recent increase of 66% in manufacturing capacity, is due to our policy of studying the needs of shippers and providing them with the *right* containers.

It costs no more to get this individual service—don't be satisfied with less. Our engineers will gladly confer with you on your shipping problems.

## INTERSTATE CORRUGATED BOX COMPANY, Inc.

*Branch*
BALTIMORE, MD.

FACTORY AND GENERAL OFFICES
**FRONT AND MAIN STREETS**
**BROOKLYN, NEW YORK**

*Branch*
PHILADELPHIA, PA.

INTERSTATE CORRUGATED ~ A BUY-WORD FOR SAFETY IN SHIPPING

# *Merchandising Channels D*

Heywood's Lithography is helping to merchandise many nationally known products—among them being:

| | |
|---|---|
| Candy | Stationery |
| Lingerie | Handkerchiefs |
| Rubber goods | Garters |
| Perfumes | Novelties |
| Soaps | Pyjamas |

The names of any of the firms, in lines mentioned above, that Heywood is helping to "put over" will be sent on request.

**COLOR THE MAGNET OF ADVERTISING APPEAL**

# s Developed By Lithography

IF you have never used lithographed and embossed material for merchandising aids—you will be surprised at the added sales impetus your packaged goods will receive.

If you are a user of lithography, you will appreciate just what Heywood can do for you.

This insert, lithographed in flash colors and calendered gold, an embossed wrap, can be easily adapted with your trade mark and name to your use. If you require an exclusive design, with flash and color to add to the distinctiveness of your package—ask Heywood for ideas.

Heywood maintains under one roof, in our own building, all departments necessary for the production of lithographic sales aids—producing box wraps, box bands, window display materials, package inserts, etc., so that this organization can plan and carry out your merchandising ideas with complete supervision of all processes.

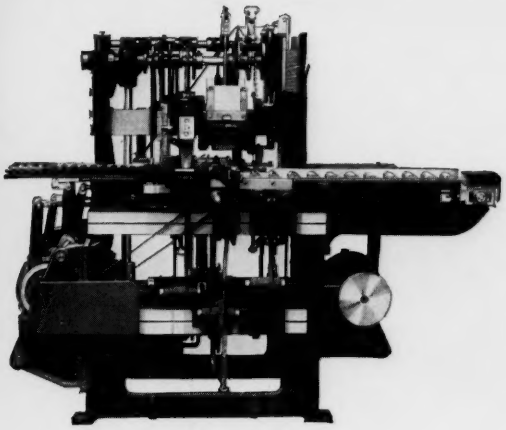
Investigate Heywood's aid for your Merchandising Problems.

DOW TOUTS

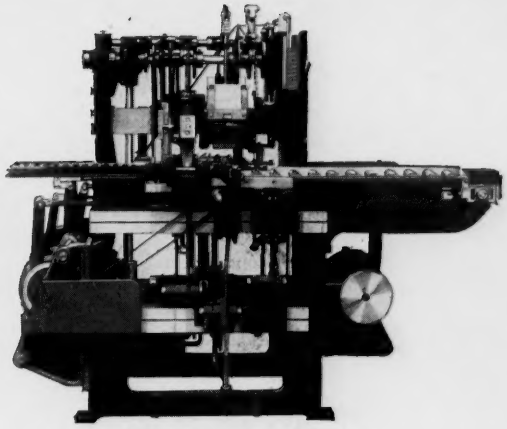
PACKAGE INSERTS

TABLET COVERS

R. R. HEYWOOD CO. INC.
COLOR LITHOGRAPHERS
26TH ST. AT NINTH AVE. NEW YORK



*In Australia and Japan*



*In England, Scotland and Sweden*

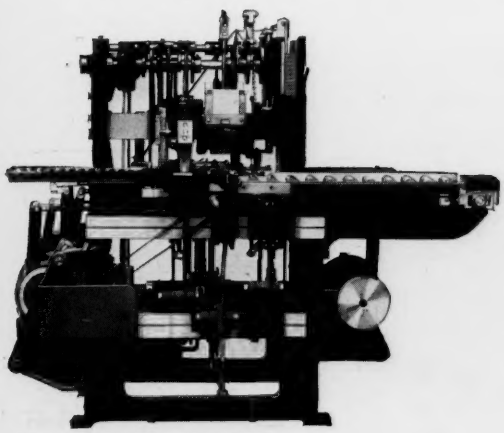
***WHEREVER*** **a JONES AUTOMATIC CARTONER has been installed, *this* year, *last* year, or *ten* years ago, we invite you to ask its users:**

***HAS IT JUSTIFIED ITS INSTALLATION?***
***HAS IT OPERATED AS PROMISED?***
***HOW IS IT OPERATING TODAY?***

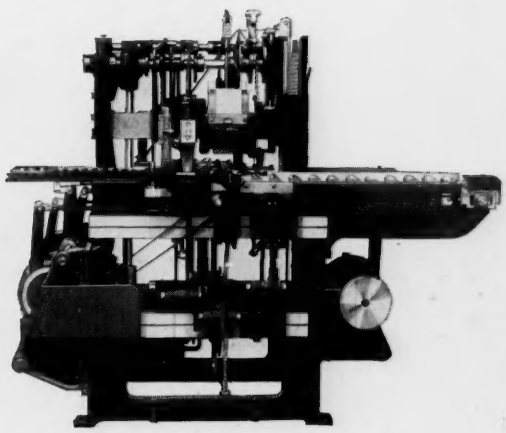
**Then—**

**Send us a sample of your package and we will tell you how the JONES CARTONER would handle it today.**

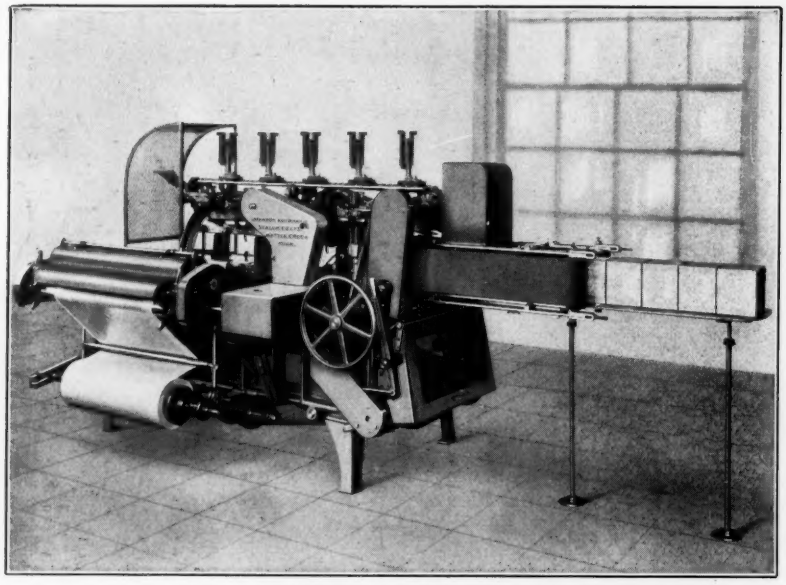
R. A. JONES & COMPANY
INCORPORATED
*P. O. Box 485* CINCINNATI, OHIO



*In the United States*



*In Canada and Central America*



JOHNSON Automatic Wax Wrapper

# POINT 4 Same Day Shipment of Your Parts Orders

**THE 10 POINT *Line***

1. Fitted to Your Plant Requirements!
2. All Parts Made in Our Own Plant
3. Modern Design, and Constantly Kept So!
4. Same Day Shipment of Your Parts Orders
5. 
6. 
7. 
8. 
9. 
10. 

PROMPT service in replacement parts deliveries is important. We stress our prompt, careful shipment of your parts orders the same day they are received. Your production must go on with the least possible interruption and delay. Unforeseen contingencies must be met and corrected.

JOHNSON Automatic Packaging Machines require few replacements and minimum servicing, but when they do you can count on JOHNSON Service. This is no mere claim—it is a reality.

The JOHNSON Automatic Wax Wrapper (as illustrated) is only one of the many machines in the JOHNSON Line. A JOHNSON Sales Engineer is prepared to tell you what they are and what they do. Ask him to call.

Write for our folder "Keep your competition *down*—and your packaging efficiency *up!*"

## JOHNSON AUTOMATIC SEALER CO., Ltd.

**Battle Creek, Mich., U. S. A.**

30 Church St., New York City 228 No. La Salle St., Chicago, Ill.

# JOHNSON

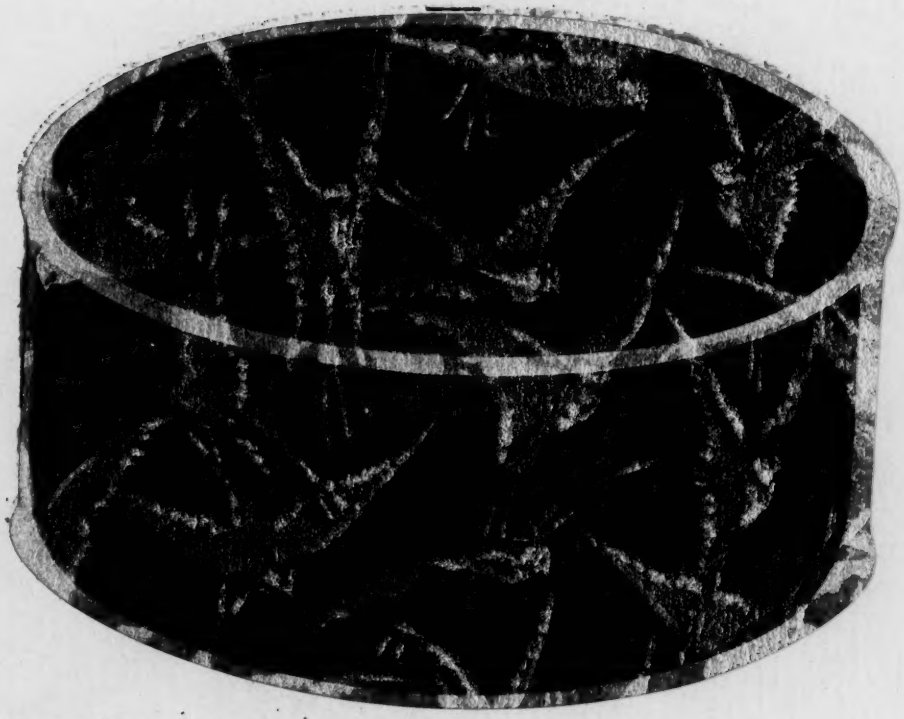
## AUTOMATIC PACKAGING MACHINERY

Manufacturers of Complete Packaging Units—Net Weight Scales; Gross Weight Scales; Bottom and Top Sealing and Lining Machines (with or without Automatic Carton Feeders); Wax Wrappers and Glassine Wrappers.

# THE BLUE BIRD OF HAPPINESS!

## *Canterbury Coverings*

***Pattern C105***



**Typical of our newest additions to the world of things beautiful. Brilliant colorings—designs modern in conception—unsurpassed in their execution, adaptability and workability. A complete sample book—and sample sheets are ready for you—gratis.**

***Whiting-Patterson Co., Inc.***

**Furthermore . . .**

**. . . you can't know how really complete is our line of fancy coverings for every box building problem unless you have all the sample books listed below . . .**

| | |
|---|---|
| **Kalo Coverings** | *Mottles and Prints, Plain and Embossed* |
| **Golden Spray** | *Rich Embossed Effects—Lustrous Micas* |
| **English Coverings** | *Importations of Rare Charm* |
| **Domestic Gold & Silver** | *Plain and Embossed* |
| **Marbles & Lacquers** | *Carrara transferred to Paper* |
| **Imported Gold Coverings** | *Nothing Finer—Unusual Embossings* |

***and our newest additions***

| | |
|---|---|
| **Paisley Papers** | *Suggesting Colorful Old Fabrics* |
| **Canterbury Coverings** | *The Last Word in Beautiful Papers* |

***Ample Stocks—Intelligent Service***

# WHITING-PATTERSON COMPANY

**Incorporated**

**265 Canal Street**
**New York**

**320 North Thirteenth Street**
**Philadelphia**

Swigart Paper Co.
Chicago

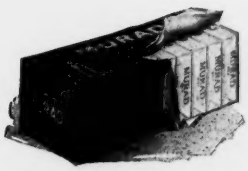
The John Leslie Paper Co.
Minneapolis

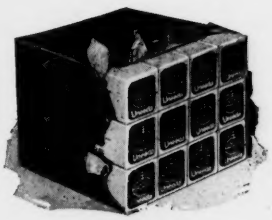
Paper Sales, Ltd.
Toronto—Montreal

Walter Willoughby, Inc.
San Francisco

# 80% saved

## on the cost of packing material





**The packages may be stacked two rows of six each, 3 rows of 4 each, or one row of 12 each**

Here is another astonishing economy made possible by modern packaging machinery!

Bundling packages in dozen lots on our bundling machine is saving our customers roughly 80% on their former costs for cartons. Take your own carton costs for a year and figure what an impressive saving this would make for you.

And, in addition, one bundling machine saves $2,000 to $5,000 a year on labor.

The National Biscuit Company, Lorillard Tobacco Company, Bristol Meyers (Ipana Toothpaste), Norwich Chemical Company (Unguentine), Ohio Match Company, are users of this bundling machine.

Any product which is comparatively light in weight, such as toothpaste, shaving cream, biscuits, tobacco, cigarettes, etc., can be bundled to advantage by machine. In fact, for such products, it is really an extravagance to use cardboard containers.

The same display which appears on your cartons can be printed on the wrapper, and the machine automatically attaches printed end-seals.

In addition to the economy of machine bundling, it has a merchandising advantage. There is a decided trend at present toward the one-dozen sales unit, and machine bundling fits in perfectly with this modern trend.

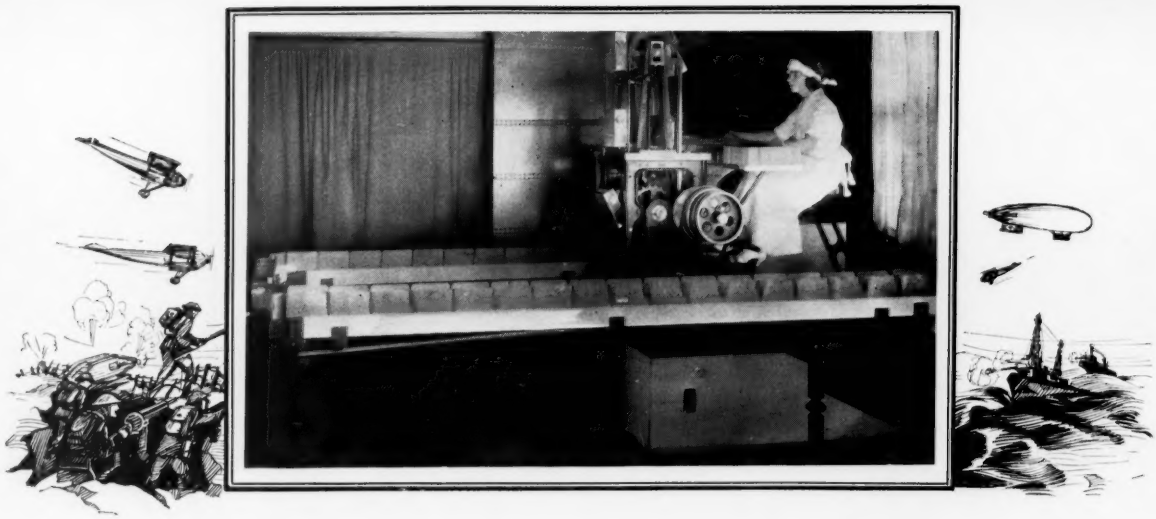
**Find out how much machine bundling will save you.**

We will give you an estimate on how much our bundling machine will save you on your present packing methods. Write to our nearest office, sending a dummy of your package.

## PACKAGE MACHINERY COMPANY

**SPRINGFIELD, MASSACHUSETTS**

**NEW YORK: 30 Church St.** **CHICAGO: 111 W. Washington St.**



# *PREPAREDNESS* PAYS IN BUSINESS AS IN WAR

**In times of peace, it is customary for the army and navy to carry on sham battles—mimic warfare—the the business of beating back imaginary foes and thus preparing to treat in a similar fashion real ones, when necessary.**

**Business is conducted the same way. Are you marking time—satisfied with your present conditions—or are you preparing for the future?**

**Sooner or later a situation is bound to arise in which even a slight saving in your packaging department may mean the difference between profit and loss for the entire plant.**

**Peters Packaging Machinery, consisting of Carton Forming and Lining Machines, Folding and Closing Machines, Wrapping Machines, will keep you prepared for any event. It will keep you abreast of the times and will return from 60 to 100% on your investment. Your packages will be neater and sanitary. Your profits greater.**

**Prepare now by investigating Peters Packaging Machinery.**

**PETERS MACHINERY COMPANY**
GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE
CHICAGO.U.S.A

# Where Knowledge Is BLISS 'Tis Folly To Be IGNORANT

*Knowledge* is that which leads business to greater service and to *Power* and *Progress*.

*Ignorance* is the "Ball and Chain" of progress—the direct cause of infirmities in business organization and management, and of unnecessary costs.

Shipping is an important element in manufacturing costs. Have you the knowledge of what Bliss boxes will do for your shipping department—the savings to be effected, both in the price of your container and in freight charges—and all by the use of a stronger box?

**Nationally known firms now using *Bliss Boxes* as their shipping containers:**

Armour & Co.
American Sales Book Co.
Bear Brand Hosiery Co.
Brown Shoe Co.
Cheek-Neal Coffee Co.
Eastman Kodak Co.
Endicott-Johnson Co.
Globe Soap Co.
Hickok Mfg. Co.
Hood Rubber Co.
Los Angeles Soap Co.
John Morrell & Co.
Scott Paper Co.
Sealright Co., Inc.
Snyder Packing Corp.
Shredded Wheat Co.
U. S. Rubber Co.
Van Camp Packing Co.
Wilson & Co.
Wm. Carter & Co.

**The knowledge which led these firms listed and many others to adopt *Bliss Boxes:***

BLISS BOXES save money on the price paid the container supplier because the weight of the box governs its price, and

BLISS BOXES are lighter than any other type, because weight depends on area of board used, and

BLISS BOXES are less in area by between 8% and 30% depending on the length, width and depth of the box.

BLISS BOXES save money on freight because less freight is paid on lighter weight. Freight charges are often lower by ¼¢ to ½¢ per case.

BLISS BOXES are stronger because built like a trunk, with reinforced corners, where containers are most likely to give way, and vertical grain across vital seams.

BLISS BOXES are made by all leading box manufacturers. If your supplier is not licensed he can become so.

*Send us a list of your sizes*, and we will let you know what percentage of your shipping cost you can save if you follow the example of the nationally known shippers above listed, and

**Ship in BLISS BOXES.**

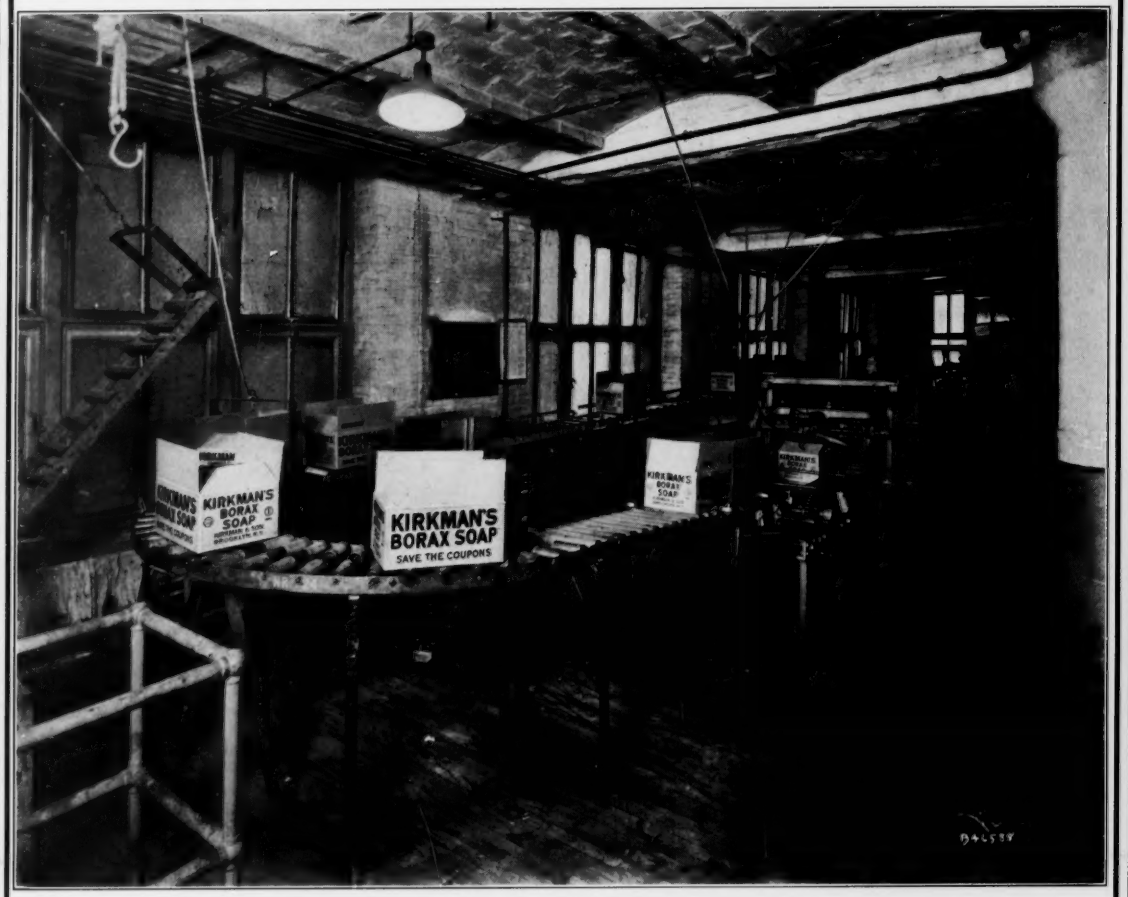
## H. R. BLISS COMPANY, Inc.

*Manufacturers of wire stitching and adhesive sealing machinery for fibre containers of every description.*

NIAGARA FALLS, N. Y.

50 Church St., NEW YORK SAN FRANCISCO, CALIF.

Transportation Bldg., CHICAGO




# *The man nearest* this *installation is more than 100 feet away!*

**The accompanying photograph shows an installation of a Standard Top and Bottom Unit in the plant of Kirkman & Son, Brooklyn, New York. It is of interest to note that containers to be sealed are conveyed to the intake end of the sealer on gravity conveyor, making the installation 100% automatic.**

**There is absolutely no labor whatsoever required in the sealing of the enormous output of shipping cases by this company.**

***Write our Engineering Department if you have a sealing problem.***

MAILLER SEARLES, INC.
135 Fremont St.
San Francisco, Cal.

JOHN S. WILLARD & SON
306 E. 4th St.
Los Angeles, Cal.

**Standard**
**SEALING EQUIPMENT CORPORATION**

CHICAGO, ILL.
208 West Washington St.

LONDON, ENGLAND
Windsor House
Victoria Street, S. W. I.

Rawson Street and Queen's Blvd., LONG ISLAND CITY, N. Y.

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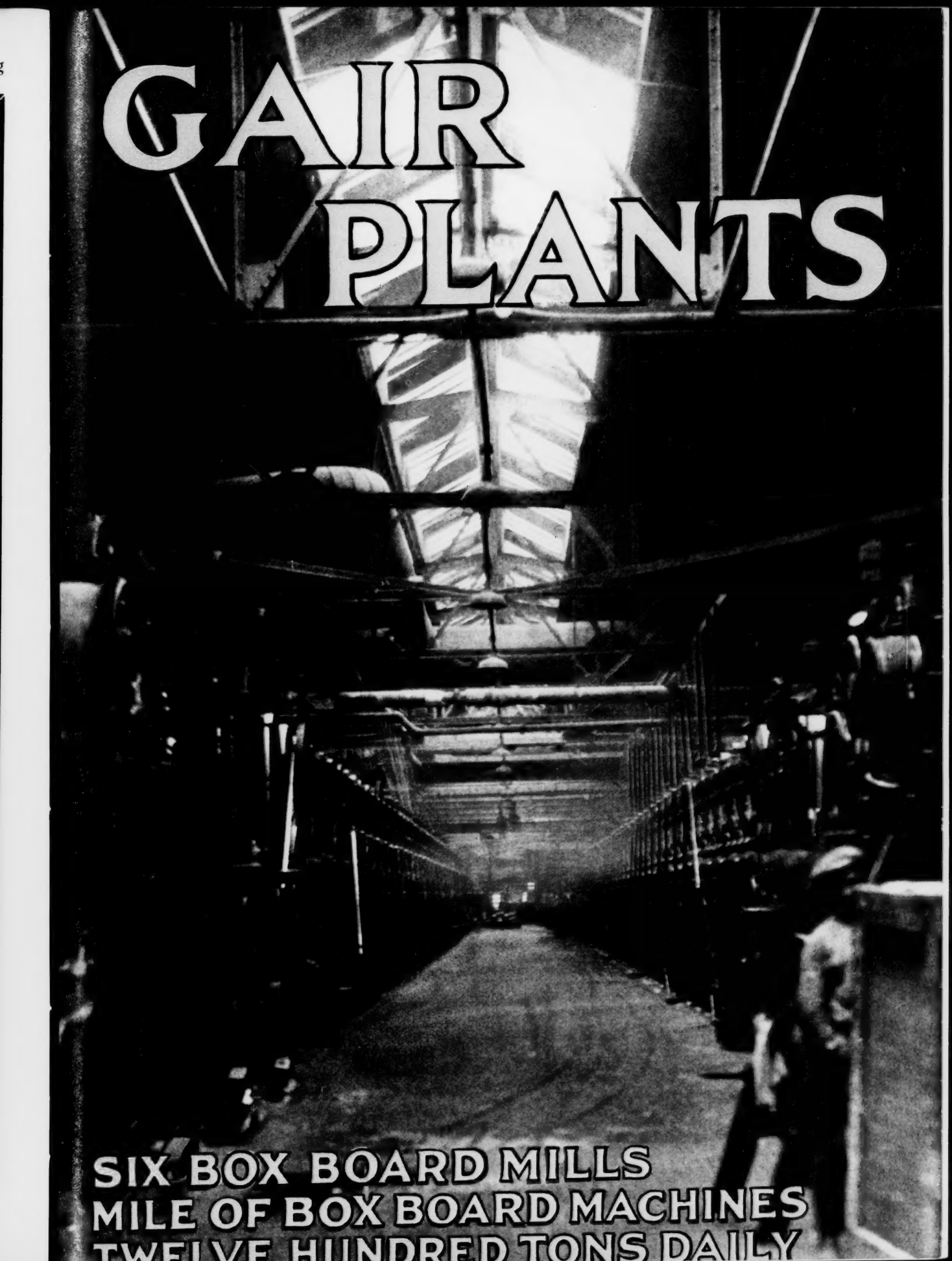
GAIR
PLANTS
SIX BOX BOARD MILLS
MILE OF BOX BOARD MACHINES
TWELVE HUNDRED TONS DAILY

# *Six Box Board Mills. 1200 tons daily*

*Container and Carton Sales Offices:*

NEW YORK CITY
Robert Gair Company
Graybar Bldg.
420 Lexington Ave.

BOSTON, MASS.
Arthur J. Wallace
Rice Bldg.
No. 10 High St.

PHILADELPHIA, PA.
Edward E. Seaver
Liberty Trust Bldg.
Broad & Arch Sts.

BUFFALO, N. Y.
H. D. Rice
Crosby Bldg.
Franklin & Mohawk Sts.

CHICAGO, ILL.
C. C. Emerson
Builders' Bldg.
No. 228 No. La Salle St.

BALTIMORE, MD.
Brent Farber
Gunther Bldg.

SAN FRANCISCO, CAL.
W. D. Brooks
Monadnock Bldg.

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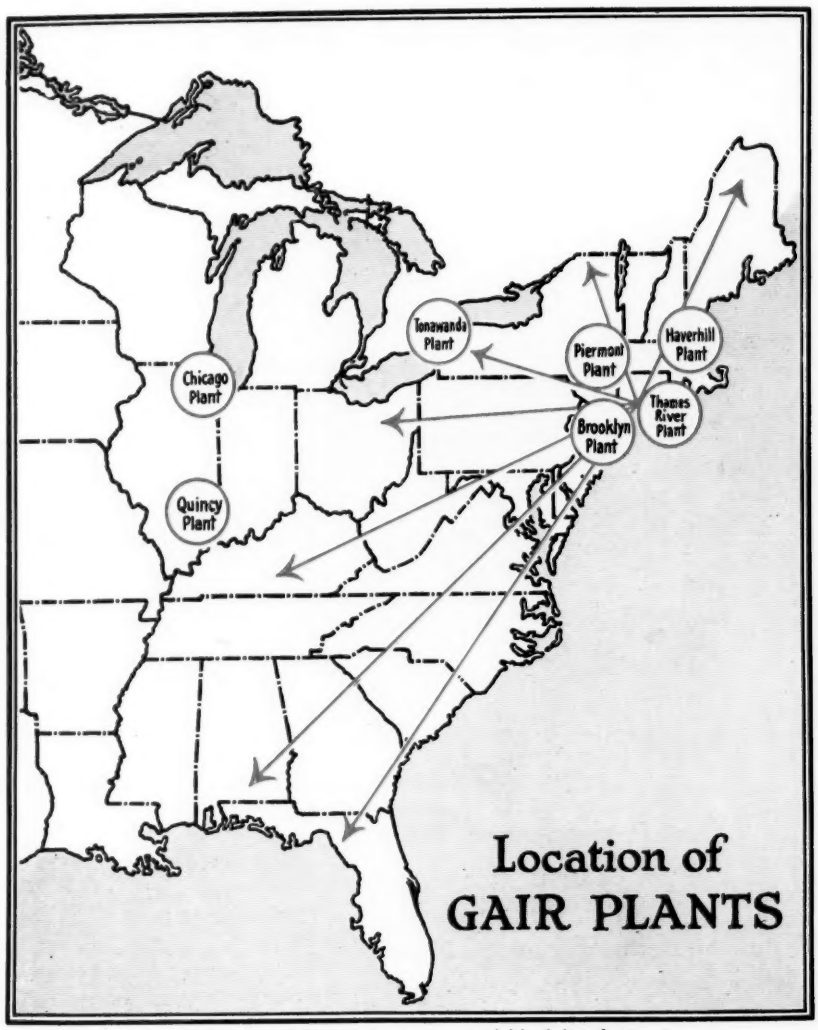
*Box Board Sales Offices:*

NEW YORK CITY
H. Whitmore
Robert Gair Company
Graybar Bldg.
420 Lexington Ave.

CHICAGO, ILL.
F. D. Wilson
Builders' Bldg.
No. 228 No. La Salle St.

TONAWANDA, N. Y.
Robert Bursch
Robert Gair Company
Tonawanda Division

BOSTON, MASS.
Fred Morrison
Charles Chauncy Bldg.
No. 38 Chauncy St.




*Arrows indicate Robert Gair Company's field of distribution in Corrugated Cases and Fibre Containers*

## DISTRIBUTION

THIS map shows the area of distribution of Corrugated Cases from the Thames River Division, New London, Conn., and of Solid Fibre Containers from the Piermont Division at Piermont, N. Y.

Gair Mills at Haverhill, Mass., Tonawanda, N. Y., Chicago, Ill., and Quincy, Ill., concentrate upon Box Board Products. If all Gair paper-making machines were battalioned single file, they would trail over about a mile. Altogether, they are equal to an output of somewhat more than twelve hundred tons daily.

## PACKAGERY ENGINEERS

GAIR consultants are trained in packing-room principles. Some have had mill experience; all are students of their business. Notice to the General Office in New York or any of the Company's Branch Offices will be answered by them quickly and with the earnest purpose of making their visit resultful to you.

These Consulting Engineers are supported by J. D. Malcolmson, graduate of the University of Kansas in Chemical Industrial Engineering and former Fellow of the Mellon Institute of Industrial Research of the University of Pittsburgh. He is an authority on legal regulations and manufacturing technique. He is in charge of research and of special construction in our Department of Design.

# ROBERT GAIR COMPANY

GRAYBAR BLDG., 420 LEXINGTON AVE., NEW YORK CITY

# Vertical Duplicates the *"Thrust-Twist"* of the HUMAN HAND

*but with a speed and uniformity no human hand can equal*

HMC-10

THE New CAPEM Machine applies any rotating cap to any desired tightness at the rate of 60 to 120 per minute, *without strain on the threads of the container neck.* This is made possible by a new thrust movement which duplicates the "pressure-twisting" action of the human hand. Thus, as in hand-capping, the energy is applied by movement in two directions—the usual lateral twist motion and a gentle vertical thrust which removes the tightening task from the threads. This gives your cap a perfect, always uniform seal, air-tight, but still easily removable by the customer.

The CAPEM Machine takes your jars, bottles and cans of any size or shape from your conveyor belt, sorts, feeds and attaches the caps automatically without marring cap or container, and returns the correctly capped container to the conveyor—*without being touched by human hands.* Used for years by biggest makers of cap-sealed products. Send a sample container and brief statement of your requirements—and we will show you how you can save 3 to 6 operators on capping and get a more perfect, uniform result. No obligation.

**CAPEM B-1-F**

Completely automatic, capacity 60 to 120 a minute. Caps put on with any degree of tightness desired. Compensating movements provide for variations in size of caps, necks or height of containers. All adjustments readily accessible. Moving parts carefully *guarded.*

**CAPEM MACHINERY CORPORATION**

*Makers of Automatic Capping Machinery*

1400 West Avenue

BUFFALO, N.Y.

Registered CAPEM Trade-Mark

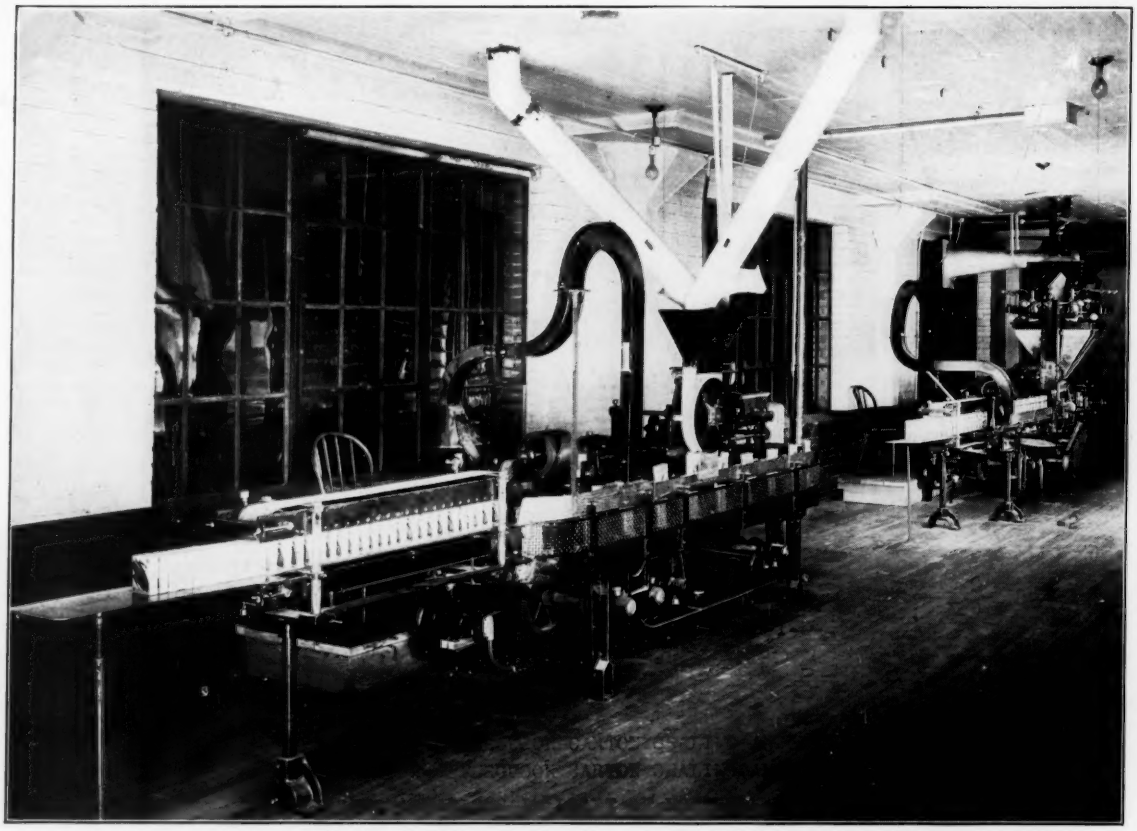
**REMINDER**

To send a sample of all our capped containers with letter stating our capping requirements to

CAPEM MACHINERY CORPORATION
*Makers of Automatic Capping Machinery*
1400 West Avenue, Buffalo, N. Y.

for their free [no obligation] suggestions on how to speed up our capping, eliminate handling, secure a better capped package—and cut capping costs.

**CLIP THIS OFF AS YOUR REMINDER**



Ferguson Carton Sealing, Weighing and Filling Machines in plant of Northrup, King & Co., Minneapolis, Minn.

# QUALITY PRODUCTS

## OFTEN LOSE "INDIVIDUALITY" THROUGH INFERIORITY OF PACKAGES

Whether you pack in cartons or cans there is at least one machine in the FERGUSON line that will help you produce, and get to the consumer, better FINISHED packages or cans. Quality and appearance of packages is as important as quality of contents.

FERGUSON CARTON FORMING MACHINES make plain cartons or shells from chip board in roll stock. There are many advantages in making your own shells, when quantity warrants.

FERGUSON CARTON SEALING, WEIGHING, and FILLING MACHINES insure tightly sealed packages and accurate weights. One unit produces up to 60 packages per minute.

FERGUSON AUTOMATIC CASING MACHINES receive finished packages or cans, assemble them into tiers, and pack into shipping containers. All operations entirely automatic.

FERGUSON AUTOMATIC CONTAINER SEALING MACHINES glue the top and bottom flaps of fibre or corrugated containers, after packed. Are rapidly adjustable and require no operator.

*FERGUSON MACHINES ARE DESIGNED AND CONSTRUCTED TO GIVE BETTER SERVICE*

*A Ferguson engineer will call and consult with you regarding any packaging problems.*

# J·L·Ferguson Company

JOLIET - - - ILLINOIS

ST. LOUIS — NEW YORK — LOS ANGELES — JFCo

# MODERN PACKAGING

11 Park Place, New York, N. Y. Copyright 1928.

VOLUME ONE
NUMBER NINE

NEW YORK, *May*, 1928

$3.00 FOR THE YEAR
35 CENTS A COPY


# Six Food Products in a Package

## Methods at Plants of Best Foods, Inc., Include Use of Automatic and Semi-Automatic Equipment—Designs and Colors of Containers and Labels Blend with Products and Aid in Establishing Group

*By EDWARD THOMPSON*

"A business built on the idea of making only a few products, of making these products very fine, and of going to previously unheard-of lengths in service and delivery to see that they reach your table as fresh and delicious as the day they were made." So runs a recent advertisement of The Best Foods, Inc., makers of Nucoa, Bread and Butter Pickles, Shortning, Gold Medal Mayonnaise, Thousand Island Dressing and Relish Spred. To assure this service to the public means the utilization of packaging of a high order, and a study of the methods, equipment and materials used indicates that such is the case.

Packaging departments are maintained at each of the company's plants at Bayonne, N. J., Chicago, Ill., San Francisco, Cal., Jacksonville, Fla., Norfolk, Va., and Streator, Ill., and here are to be found the utilization of up-to-date methods as they apply to the modern package.

The dressings, which include Best Foods Thousand Island Dressing, Best Foods Gold Medal Mayonnaise and Best Foods Relish Spred, are packaged in $3^1/_2$-oz., 8-oz. and 16-oz. jars and also in 1-gal. jars for bulk trade. Similar equipment is used in the packaging of each. Following the processes of mixing and blending, a supply of each product is fed through a pipe to a volume filling machine of the plunger type. The glass jars, which are received at the plant in refills or partition corrugated shipping containers, after being washed and sterilized, are fed directly to the filling machines. The filled jars then proceed to a capper of the semi-automatic type. Here a four-point contact lithographed cap is placed, by hand, on each jar and tightened by the machine. The filled and capped jars continue, by conveyor, to a full-automatic rotary labeler where a label, perforated with the date and number of the run, is glued on each and wiped. The finished packages are inspected by girls who pack them, one dozen in each, in corrugated shipping containers. A transverse conveying belt carries the containers to top sealing machines, and after passing through a pressure unit they are ready for shipment.

The pickles are "processed" in batches and drawn off from tanks to packing tables where they are run into washed and sterilized jars or wide-necked bottles. After the caps

*Wrapping machines at Chicago plant, Best Foods, Inc.*

*General view, Nucoa packaging department, San Francisco*

are placed on the jars and sealed on a vacuum sealer, labels are affixed by means of a rotary labeler. Each jar contains 15 oz. and these are packed, two dozen to the case, in refill corrugated containers similar to those previously mentioned.

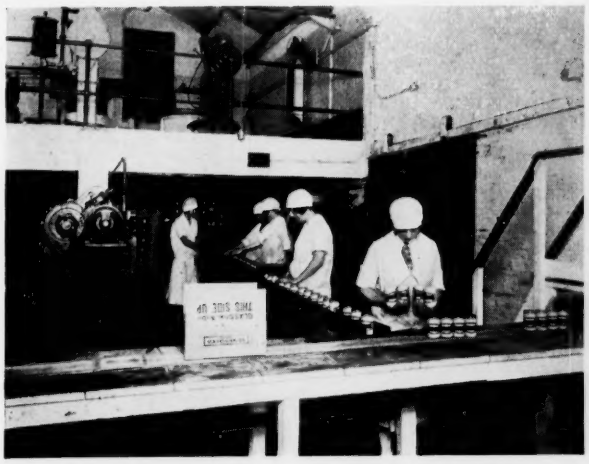
*Group of Best Food products showing containers*

A few facts regarding the preparation of Nucoa previous to the packaging operation of this product may be of interest. The ingredients are emulsified in glass-coated equipment, churned, and the mass chilled in vats of ice water. This is floated off into trucks, allowed to drain and then worked by a kneading process which removes the excess moisture and forms the product into a homogeneous mass. The next step is through a blender which works out the moisture clots previously unremoved. The product is then ready for the print machine. In this device, worm gears feed the Nucoa in a continuous ribbon through an opening slightly less than the size of the smaller dimensions of the package. Cakes are cut to the required length and travel by belt to a full-automatic cartoning machine where they are placed in waxed cartons, formed from blanks and lined with parchment wrappers. Closure of wrapper and cover of each carton are also effected by the latter machine. Originally a glassine wrapper was used around the outside of the Nucoa package but this has been replaced by a wax paper wrapper which is applied automatically. A small, hermetically sealed gelatine envelope containing just the amount of dry powdered coloring—the Nucoa color wafer—needed for each pound, is automatically inserted beneath the wax paper wrapper of each package. The dry color is not only a much appreciated improvement over the liquid coloring matter but the method of packaging relieves the grocer of the need for remembering to give coloring material with each package and ends the possibility of customers being inconvenienced by his forgetfulness. Carton sizes contain 1-lb., 2-lb., and 5-lb. prints, the latter being hand cut and packed. The completed packages are conveyed by belt to packing tables where they are placed in solid fibre, corner-stitched containers, each containing 12 lb. of the product, also 32-lb. containers. The filled containers are then conveyed to automatic top and bottom sealers and there prepared for shipment.

Shortning, as prepared by the Best Foods company, consists of a combination of vegetable oils partially hydrogenated. The batch is run in a melted state over a chill roll (salt brine circulation) and attains a semi-solid state. It is then pumped through pipe lines and fed by a nozzle for distribution in waxed cartons. The latter are formed on a semi-automatic machine which also inserts a parchment liner. Each carton is filled by weight to an even pound and is closed by hand. The packages are then packed in lots of 12 in solid fibre cases and top and bottom sealed.

IT is the constant endeavor of Best Foods, Inc., to hold to high standards in its food products, and for that reason completely equipped and staffed laboratories are maintained for experimental and testing work. Likewise, and with the same degree of thoroughness, in its use of packages and in packaging operations, the company has followed modern trends and practices. The selection of packaging materials has been made with a keen consideration for the protection of the products so that the customer is assured of more than satisfaction in his purchase. Designs and colors used in the decoration of containers and

*Car card showing reproduction of Best Foods products*



*Filling, capping, labeling and inspecting mayonnaise jars*

*Filling, capping and labeling equipment for dressings*

labels show well balanced symmetry and a blending with the contained merchandise that have proved to be an effective factor in the establishment of each product as a member of the Best Foods Family.

EQUIPMENT AND SUPPLIES

Filling machines: Filler Machine Co.
Capping machines: Kramer Manufacturing Co.
Labeling machines: Economic Machinery Co.
Wrapping machines: F. B. Redington Co.; Package Machinery Co.
Cartoning machines: F. B. Redington Co.
Carton forming machines: Peters Machinery Co.
Sealing equipment: Standard Sealing Equipment Corp.; H. R. Bliss Co.
Jars: Owens Bottle Co.
Bottles: Hazel-Atlas Glass Co.
Caps: American Metal Cap Co.
Cartons: Sutherland Paper Co.
Parchment paper: Kalamazoo Vegetable Parchment Co.

## Cap and Manufacturer*

THERE are numerous types of closures. There are numerous sources of supply. The claims of closure advertising and the promises of closure salesmen frequently prove nothing. The least may claim or promise more than the best—and they frequently do. And as the average manufacturer of pharmaceuticals, chemical or toilet preparations has neither time nor desire to experiment with all forms of closures and sources of supply he may well ask—

(1) What closure should I use?
(2) From whom should it be bought?

This article does not attempt to provide an unalterable law for the selection of a suitable closure or a satisfactory source of supply. But it does review a few fundamentals. And the consideration of these fundamentals may be of some help in solving your sealing problems.

(1) What closure?

The right closure is of simple mechanical construction. It fits a standard glass finish which is practical to manufacture. It is adaptable to practically every product a manufacturer packs, for it is neither convenient nor economical to stock a wide variety of closures. It will successfully seal a product under the greatest variation in packaging conditions. It does not require special removal instructions, for it is known to the consumer. It is an effective reseal. It protects the pouring lip of the bottle. It is attractive in appearance, for it is now an accepted merchandising fact that vast quantities of products are sold on the appearance of the package alone.

(2) From whom?

The right manufacturer to furnish a closure has given careful consideration to the foregoing specifications and has built a cap to match up with them. His principal business is sealing and does not involve widely divergent lines of manufacture. He operates a manufacturing plant in every sense of the word and not an assembly plant where lacquers, rubber compositions, metal coatings, lithographing and liners (usually made for an entirely different purpose) are merely put together. His knowledge is founded on the experience of many years, but he is still a leader in research and experimental work. He is a creator and not an imitator. His plants and warehouses are so equipped and so located that prompt service is merely a matter of routine. He employs men technically trained in the business of sealing. He is as interested in the successful use of his caps as he is in selling them to his customer trade.

Unfounded preference, friendliness for a cap salesman or manufacturer, and lower prices are frequent causes of error in the selection of suitable closures or satisfactory sources of supply. Purchasing cannot be reduced to an exact science as long as such conditions prevail. A closure, or its manufacturer, should stand or fall on merit alone. And in the end, the quality closure is invariably the least expensive.

* Written by T. L. Fosdon and appearing in the April issue of *The Phoenix Flame.*

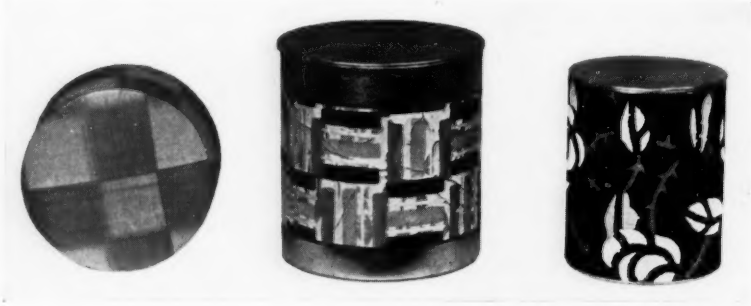
## Philadelphia Quartz Co. Moves Chicago Office

PHILADELPHIA QUARTZ CO., manufacturers of silicates of soda, have announced the removal of their Chicago offices to new and larger quarters in the Engineering Building, 205 West Wacker Drive on May 1. The new telephone number is State 7734. Carl F. Wolcott, field assistant sales manager, who is in charge of the Chicago branch office, also announces the recent addition of Warde C. Cookman to the city sales staff.

# Charm in Paper Covered Boxes

## Artistic Display in Coverings and Linings Enhance the Value of Containers Used for Perfumery, Toilet Preparations, Candy and Other Prerequisites

DEVELOPMENT in the art of fine box making has greatly stimulated the use of fancy papers, both for coverings and linings, and one finds on the market today a number of original and colorful designs. Not only does the manufacturer of packaged commodities attempt to offer a box or container which will properly display his merchandise, but he is also interested in the lasting effect or what might be termed the sustaining impression which his package or box leaves with the purchaser after the contents have been removed. In so doing he is well aware that his competitors are also considering the appeal that is made by the attractive and well designed box, with the result that artistry of a high degree has been reached in this particular. The selections shown in the accompanying illustrations were chosen from several submitted.



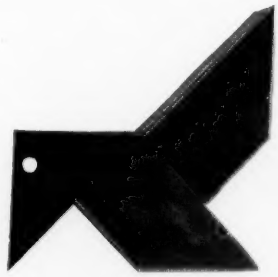
*Courtesy, Keller-Dorian Paper Co., Inc.*

*Fig. 1. French daintiness and chic are reflected in these boxes*

Fig. 1 shows a group of three French boxes which, while offering little that is original in shape, combine a daintiness in color and finish that cannot fail to attract attention from milady who seeks more than just a container for powder and such. The box at the left makes use of a plaid design on the cover paper, light yellow and green, which blends into a greenish blue at intersecting points. A finishing touch is the thin gold edging at the base. The box is unlined, although a pasteboard collar with a paper bottom is provided to prevent a sifting of the contained powder. A hand blocked paper, showing bold stripes of black carmine, pink and yellow and smaller stripes of silver make up the next design. At top and bottom are gold bands with edgings of black. Plain gold paper lines the upper part, while the base is finished off inside with a gold satin lining. Pastel shades in green, brown, rose and white on a black satin finish paper impart a richness to the box on the right of Fig. 1 which is seldom seen in containers of this type. The linings used here are the same as in the box first mentioned.

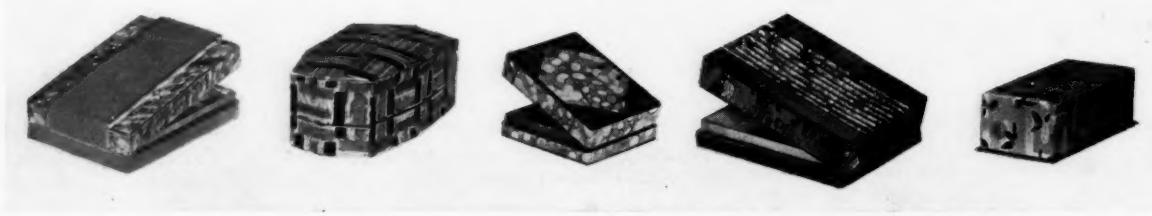
The futuristic duck is quite a departure from the accepted style which one finds in boxes. Head and feet extend beyond the box proper which has five sides. Satin finish paper in blue and yellow is used for the covering but this contrast in color, which is one of the features of the box, is not shown in the illustration. This is of French design and shows an originality that secures immediate attention.

Each of the boxes shown in Fig. 3 offers that charm which is typical of so many of the importations that are to be found in the better shops. It will be noticed, and this is true of the boxes illustrated and described in this article, that they do not carry on the outside the name of the manufacturer whose product is contained therein. This may be said to be almost characteristic of the finer qualities of perfumes, powders, candy and many other articles. The box must attract of itself. Commencing with the box on the extreme left, this makes use of a varnished, mottled red, pink and white paper, surmounted by a raised band of gray, dull finish paper which is also used



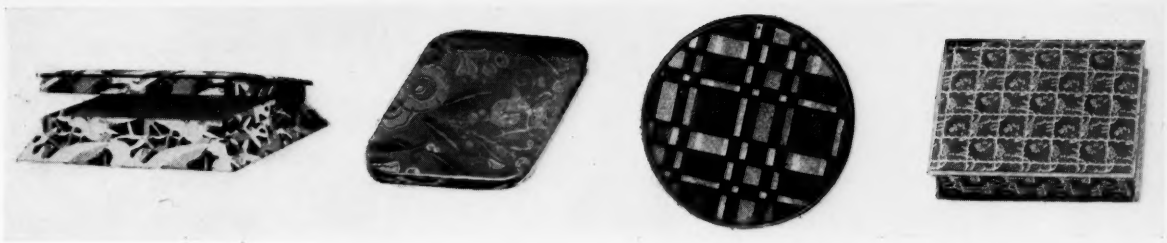
*Courtesy, Keller-Dorian Paper Co., Inc.*

*Fig. 2. A futuristic duck. Yes, it's a box!*



*Courtesy, Keller-Dorian Paper Co., Inc.*

*Fig. 3. A group of imported boxes which show artistry and charm in the use of fancy papers for covers and linings*



Courtesy, Keller-Dorian Paper Co., Inc.

*Fig. 4. Colorful confectionery boxes of different design are always in demand by the fastidious. Illustrations are considerably reduced.*

around the sides of the base. The lining of the top of this hinged box is in plain silver, while the lower part uses a striped silver paper. The next is of Italian design, of unusual shape, for perfumery. The paper used here is similar to that shown on the center box in Fig. 1 although the colors are bolder. A rose satin lining for the bottom is not unpleasing, while for the top lining plain gold paper is used. It is difficult to describe, with due justice, the next box in this group. The four corners of the top as well as the inner lining, top and bottom, are finished off in a twilled gold paper. Black edgings at top and base, along the opening and diagonally across the top, serve to frame, as it were, the main cover paper which is a floral design in blended pastel shades. The box is exquisitely made and the selection of colors place it almost in a class by itself. Corrugations in a blue and silver paper of streaked design distinguish the next box. The top panels are in gold, edged with black, while the base makes use of the reverse as its color scheme. A plain gold lining is used for the top and the bottom is in gold satin. The last, but not the least of this group, makes use of a rounded top for its distinctive feature. The background of the paper used is a brick red. Fruit and leaves are respectively purple and black, and irregular squares of silver help to break up the evenness of the design. The box is lined, top and bottom, with white twilled paper.

Originality in shape and richness of color are to be found in the confectionery boxes shown in Fig. 4. Not only do they indicate quality in the contained product but their attractiveness cannot fail to intrigue the purchaser who knows that they will be in service long after the contents have been removed. The first box at the left shows an irregular leaf design in an embossed paper in blue, purple, black and white. The top is padded and is provided with a gold edge that extends slightly beyond the upper rim. As may be seen, there is a flare to the base of the box and this adds distinctiveness. The next box is an irregular diamond in shape and makes use of a green, blue and gold floral design on a brick-red background. The gold edging, top and bottom, as well as along both edges of the opening of the box, set off the main colors most effectively. The checker design in gold, bronze and black, as shown in the satin finish paper on the next box, is effectively brought out by the gold edgings at top and bottom and at the closure. The shape of this box does not offer anything new but here the paper and the finishing are depended upon to create attention. Gold and pink dots on a green background, set off by white squares, form the motif for the paper used on the last of the confectionery boxes shown. Protruding edges, top and bottom, are bound in gold paper. The box has a padded top.

Courtesy, Karl Voss Corp.

*Fig. 5. Boxes such as these make attractive containers for toiletries*

Fig. 5 shows a group of boxes that have had good acceptance as containers for toiletries. The two boxes

on the left, both octagonal in shape, are similarly made in that the cover papers used on the tops of each are folded and fastened at the center with an embossed label that carries the name of the manufacturer whose products are contained. The upper box is lined with a silver paper of raised design while the outside is also a raised paper in iridescent colors. The larger box is lined with yellow silk crepe, the cover paper being in green, yellow and gold. At the upper right is shown the use of an imitation leather paper for the covering of a box suitable for a compact. The lining is in faun-colored plush and the box itself is beautifully made. Crepe de chine forms the covering material for the box shown at the lower right of Fig. 5. The unusual shape, the convenient ring at the top and a gold paper lining are other features of this box that will appeal to the feminine eye.

Courtesy, Whiting-Patterson Co.

*Fig. 6. Color and unusual design in cover papers secure attention for these boxes*

Fig. 6 shows a number of unusual designs in the color papers used. From left to right at the upper side of the illustration may be seen first, a box, with the cover removed, suitable for perfumery or powder. A floral paper in pastel shades is used here, the edgings being bound in gold. A tassel, which is also evident on one of the other packages shown in this group, adds a touch of daintiness to the box. The next is a divided box, or rather two separate sections bound together, which is suitable for two packs of playing cards. The paper used is in dull shades of purple, green, blue, gray and black for the cover, while a plain gold paper forms the lining. The bath talc package is provided with a removable top that covers perforations that permit the shaking out of the powder. The cover paper is of an irregular design, in figures, black and gold on a bright red background. At the lower left is a small rectangular box containing a novel manikin jar for perfumed salve. The cover paper on the former is of a small figured design in blue, green, red, yellow and orange. Gold figured paper is used as a lining. Another perfume box is shown at the lower right of this illustration. The receptacle containing the perfume rests on a light green satin lining and a darker green figured paper is used as a lining for the top. The cover paper is of a web design in black which is traced on a background of blue, green and shades of red.

## Coin Handling Machines

CONSTANT improvements are being made in the methods for handling coin or hard money, as it is called by the banks and commercial houses who have considerable amounts to sort, count and package compactly for convenient handling.

Ordinarily, counting money by hand in banks and commercial houses becomes something of a drudgery, a task shunned by all. As a consequence any machinery that is introduced that will relieve the human hands of this ordinarily disagreeable task is always welcomed.

Two machines have recently been perfected and put on the market by the Pneumatic Scale Corporation, Ltd., Norfolk Downs, Mass., for the purpose of sorting and counting hard money. The first, "Coinaudit," is a machine in which is combined all of the operations of sorting, counting and placing in packages all sizes of hard money from the penny up to and including the half dollar. These operations are fully automatic; a quantity of mixed coin is poured into the hopper of the machine, the starting button is pressed and the machine proceeds to separate the various denominations of coins, dropping each lot of coin into its own particular tube into a convenient paper wrapper. Counters give the exact number of coins passing through the machine which separates and counts the coins at a speed of about 250 a minute. The machine is small and compact and sufficiently large to take care of the needs of all banks and commercial houses, with the exception of probably a few of the larger institutions.

The second machine, known as the "Mon-e-meter," is designed to count any one denomination of coin at a rapid rate. The money must first be sorted—all denominations kept separate. The machine is adjustable to these various denominations. It will first count the pennies, then by pressing the filling tube the machine is automatically set to count the nickels, and so on. The coins pass through the machine with an amazing rate of rapidity, the rate of speed being 2000 coins counted per minute.

## Box Makers to Meet

THE Tenth Annual Convention of the National Paper Box Manufacturers' Association will be held in New York City, May 23, 24 and 25. Headquarters will be at the Waldorf-Astoria.

There will be business sessions in the mornings, and the afternoons will be devoted to sightseeing, golf and trips through the Holland tunnel and to the plant of the New Jersey Machine Corp. at Hoboken. The main banquet, followed by dancing, will be held the evening of May 25.

Part of the third floor of the Waldorf-Astoria will be devoted to an exhibition by supply manufacturers of box coverings and miscellaneous supplies.

# A Century in Spices

## Confidence in Quality of Contained Products Evidenced in Packages Used by D. & L. Slade Co.—Modern Machinery Plays Important Part in Development of Business Established in Colonial Times

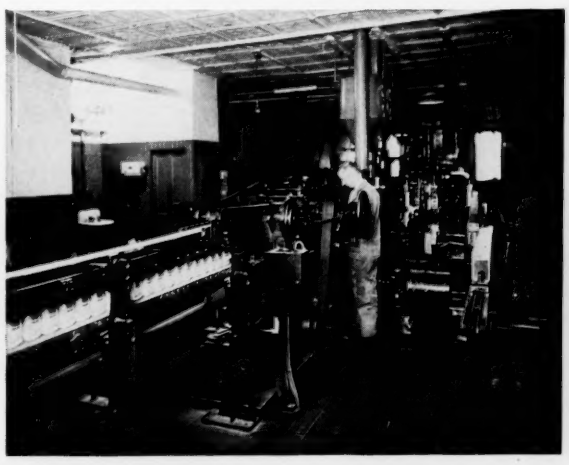
*By D. E. A. CHARLTON*

A keen interest in the development of a business in which packaging machinery played an important part prompted the private printing, by the Pneumatic Scale Corporation, of a story, "The Spice Mill on the Marsh." From this little volume one obtains a fascinating picture of the history and operations of "Slade's Mill," the real beginning of a commercial enterprise which today, nearly two hundred years later, is still being carried on. The first mill, we learn, was not built until 1734 although, except for interruptions by fire, a tide mill has been in operation on this site—Rumney Marsh (then a part of Boston but now the city of Chelsea)—since that date. Originally planned as a mill for grinding corn, it was also utilized later for snuff, and in 1837 David and Levi Slade conceived the idea of grinding spice in the mill. So began the business of D. & L. Slade Co. which is today being carried on by David's grandsons. Although the Slade mill today is equipped with modern electrically driven machines, some of the earlier devices still remain in use, among them being a great round stone—one of the old grinding wheels—which still turns out its daily quota of spice.

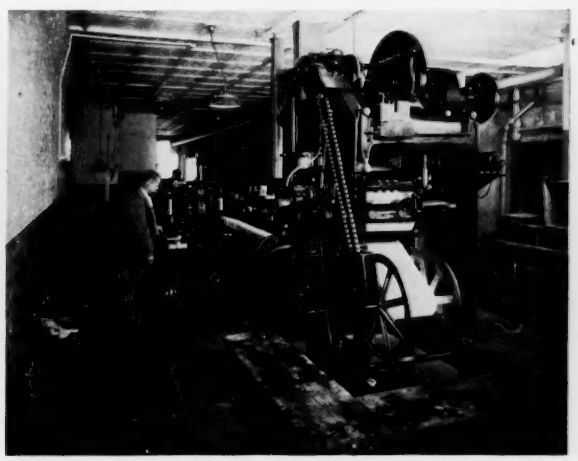
*New car card showing grouping of Slade's packages*

A visit to the Boston packaging plant of this company also reveals the application of modern methods in preparing the various products for distribution to customers. It is a far cry from the open barrel, the wooden scoop and the paper bag to the orderly and sift-proof package in which Slade's spices are packed today, and, likewise, the design and lithography of the present-day package shows an improvement over the earlier types used. Slade's spices include over twenty different items and each of these is packaged in a convenient container which carries the distinguishing colors (orange-red, light brown and blues) and design that characterize the entire line. Slade's packages show the confidence of the manufacturer in the quality of the contained products, and this is, or should be, the aim of every producer of packaged merchandise.

Packaging equipment comprises three carton units which are ad-



*Center machine bottom seals and lines cartons*

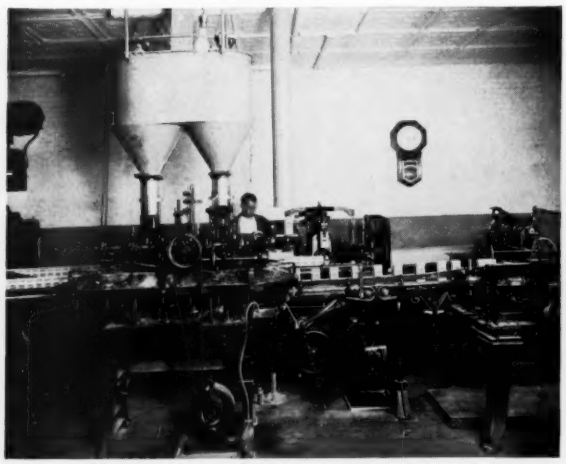


*Linings are formed from continuous rolls of parchment*

justable for different sizes, two can units and a separate unit for packaging prepared mustard. In one of the carton packaging units, which is shown in accompanying illustrations, the entire operation is automatic save for the placing of the finished packages in corrugated shipping cases. Flat (knock-down) cartons for the various sizes to be packaged are stacked in a reservoir and fed directly to the cartoning device, where they are opened, bottom sealed, set blocked, and move by belt to a lining device where white, greaseproof parchment paper linings are inserted. A circle by-pass is provided at this point for use when unlined cartons are to be filled. The cartons, lined or unlined, then proceed by a belt parallel to the main feed to two filling chutes where they are filled. In this latter work, a partial filling of the carton is made, the contents shaken down, and this is followed by a final filling at the second chute. The average speed is 30 cartons per minute. The filled cartons then move to a top sealing device which folds in the liner and also folds and gums the top of each package. The completed packages then proceed by belt through a pressure unit to the packing table where they are placed by hand in corrugated boxes.

In the packaging of the spices in cans, the procedure is as follows. The cans travel by belt to an automatic feeder where they are filled. Tight-fitting caps or tops are then placed by hand and they continue by belt to a portable automatic labeler which applies the lithographed label. The completed packages are then placed in corrugated boxes, two dozen in each. Where crimped tops are applied, the procedure is the same excepting that this type of cap is automatically placed on the can.

Prepared mustard is automatically packed in three sizes: namely, in a $5^1/_2$-oz. tumbler, 8-oz. gold band tumbler and a $7^1/_2$-oz. seidel. These containers, after being thoroughly washed and sterilized, are filled at the rate of 30 per minute and then proceed to an automatic capping machine where friction clipper caps are applied. After labeling, which is also performed automatically, the packages are placed on a revolving table from which they are removed for hand packing in reshippers.



*Cartons are filled to weight and top sealed*

*Completed packages are packed in corrugated boxes*

EQUIPMENT AND SUPPLIES

Cartoning machinery: Pneumatic Scale Corp.,Ltd.; National Packaging Machinery Co.
Weighing and filling machinery: Pneumatic Scale Corp., Ltd.
Sealing machinery: Pneumatic Scale Corp., Ltd.; National Packaging Machinery Co.
Labeling machines: Economic Machinery Co.
Packer machines: Hoepner Automatic Machinery Co.
Crimping machine: American Can Co.
Washing machine: Karl Kiefer Machine Co.
Filling machine: Karl Kiefer Machine Co.
Cartons: National Folding Box Co.
Shipping containers: Hinde & Dauch Paper Co.
Glasses: Capstan Glass Co.
Closure: Anchor Cap & Closure Corp.

## Pyroxalin Paper for Boxes

THE research department of the C. R. Whiting Co. has recently developed a pyroxalin and semi-pyroxalin paper which will be of considerable interest to paper box manufacturers using metallic effects. It is produced on a gold and silver base which is said to be not only waterproof but uniform in color throughout, and has more brilliancy than the average old type of casein coating.

The interesting part is that this development includes the reduction of costs in these pyroxalins to such a point where they are used on all types of popular priced papers and should therefore benefit the manufacturers who are interested in obtaining a waterproof, brilliant metallic effect even on popular priced boxes.

ALBERT J. STERLING announces the removal of his offices to Room 1209, 225 Broadway, New York City. Mr. Sterling represents the following companies: Karl Kiefer Machine Co., Capem Machinery Co., Hoepner Automatic Machinery Corp., Burt Machine Co. and Sterling Closure Co.

WAUSAU SULPHITE FIBRE Co. have changed their name to the Mosinee Paper Mills, located at Mosinee, Wis. The sales office is in charge of George K. Gibson and continues at 2319 Tribune Tower, Chicago, Illinois.

# Single-Purpose vs. Adjustable Packaging Machines

## Progress in Development of Automatic Machinery and Continued Attempts to Eliminate Uncertain Human Element in Hand Work Have Aided Design of Equipment That Lends Itself to Ready Adjustment

*By FRANK C. CHASE*

*E. R. Squibb & Sons*

ONE of the fondest hopes, I suppose, of anyone involved in packaging operations, is that the production of a certain size package will sometime be sufficient to warrant the purchase of single-purpose automatic packaging machinery. The reason for this, outside of a natural one based on enthusiasm in watching the growth of sales, is that regardless of the Sales Department our decision must be to use a large number of operators doing hand work or running semi-automatic machinery because the output does not warrant the purchase of expensive automatic machinery which would remain idle for a considerable part of the time.

It is also very likely true that most concerns having perhaps a variety of sizes on any particular item have, at one time or another, purchased so-called adjustable machinery. In some instances such machinery has been worked out successfully; in others nothing but grief has overtaken either the purchaser in attempting to use it or the vendor in selling it and being unable to make it operate as anticipated. Nor is it true that machinery manufacturers as a rule will in any way undertake the construction of a machine of adjustable type unless there is some hope, even a fair degree of expectancy, that such a machine will work out to the satisfaction of the purchaser. Failure to accomplish this unquestionably puts the machinery manufacturer in a bad light and works counter to the possibility of building more machines of any kind for that particular user.

Nevertheless, very frequently a machinery manufacturer will, in a moment of over-enthusiasm concerning the engineering ability available in his shop, attempt an adjustable machine which proves after all impractical.

While it is not possible, of course, to lay down any rules or principles which are inflexible so far as making a decision whether to accept an offer by a machinery manufacturer to build adjustable machines, nevertheless there are certain considerations, it is believed, which should be given some attention before deciding to purchase a specially built adjustable machine for handling two or more sizes or types of packages.

IN the first place any reputable machinery manufacturer will tell you that he prefers to build single-purpose machines and, furthermore, that it is preferable to use them, not perhaps because adjustable machines are mechanically imperfect, but rather that the very nature of the undertaking is such that so-called permanent adjustments in single-purpose machines are quite impossible on so-called adjustable machines. Naturally where there are many adjustments there is always that degree of possibility of their becoming misadjusted.

Let us suppose for a moment that we have established relatively good sales on a commodity packaged in two sizes which, if handled on full automatic equipment, would give us minimum labor costs and maximum output per unit of horsepower, space, light, heat or any other item of attendant overhead. Let us assume, also, that the complexity in a package is such that full automatic machinery for the whole line cost in the vicinity of $30,000 including installation. To install two lines, one for each size, would involve double this expenditure or $60,000, which perhaps may not be good business from the standpoint of fixed assets that preferably are kept at a minimum. The choice seems to be then one of three. First, two single-purpose lines, which is considered out of the question on account of the expense involved; second, mostly hand labor on the line together with some semi-automatic equipment and third, a combination of full automatic and semi-automatic and possibly hand labor. One of these three possibilities is always open, even though a fourth, which it is believed now should be sometimes considered, is open, namely, the installation of full-automatic equipment of an adjustable nature. Some of the machinery in the line, at least for most packaging work, is adjustable with little trouble. For instance, liquid and powder fillers can handle two sizes as a rule with little difficulty. Capping machinery can handle two sizes with not a great deal of difficulty, but with more difficulty from the standpoint of getting the machine into proper adjustment in a reasonable length of time than is the case with filling machinery. Labeling equipment gives even more trouble in the case of full automatic, but even with this equipment it is possible and practical, if the runs are for two weeks or more, to get good results out of full-automatic adjustable labelers.

Cartoning machinery should very likely be left alone in the majority of cases so far as automatic, adjustable types are concerned.

CARTONING machinery has been built in the past for a variety of packages, but seldom for more than

two, and in most cases has not proved entirely satisfactory. In one instance a period of two years elapsed before the machine was even delivered, during which time the increased cost of hand cartoning over machine cartoning in its accumulative effect would have paid for two single-purpose machines, either one of which could have been rolled into line for use when the size of the package was changed. However, neither the manufacturer of the machinery nor the purchaser of the machinery anticipated that two years would elapse, before the machine was available. The machine actually proved out somewhat successful so long as a reasonable run was made.

The chief difficulties encountered by the users of adjustable cartoning machines have been that adjustments were too many and were not sufficiently positive. In stating "not sufficiently positive," not only is it possible for this condition to exist, but also from the standpoint of human nature, which is to say that anyone responsible for the adjustment of the machine may from time to time fail to get the proper adjustment necessary to efficient operation and low spoilage. On some automatic machinery the adjustments are so critical that it is not only a question of minutes or even hours, but rather of days before the fine adjustments are such that the machine operates smoothly. Naturally, the more the adjustments the greater the likelihood that the machine will not be practical, not from a standpoint of mechanics but rather from a practical standpoint of the use of the machine.

A further important consideration is the frequency with which it may be necessary to make adjustments for a different size. In other words, if there are many adjustments to be made, some of which are quite critical, on several sizes of products to be handled with runs not exceeding perhaps two or three days, so much time will be spent in changing the machines over and getting them into proper adjustment that the loss of production on the line, together with high spoilage, will eat up all the possible savings in an adjustable automatic machine over single-purpose or semi-automatic machines or hand labor as the case may be. It is evident that if it takes a day to get a machine adjusted and in operation and a run of only two days occurs before the machine is again adjusted for another size, one-third of the total time with attending spoilage and lost production is consumed in attention to the adjustable feature of the machine. If, on the other hand, a day or even more is required to bring the machine into precise adjustment for a certain size but the run is perhaps two weeks or a month, then the effect on cost of the time for adjustment is extremely small and this angle concerning the undesirability of adjustable machine is minimized and becomes practically of no consequence.

It is usually wrong to build up inventory on a certain size or type simply for the sake of making long runs. The reduction in turnover of invested capital in addition to the ever-present possibility of some desirable change in container design makes such a policy unwise in most instances.

In spite of the rather sorry picture which is usually painted concerning adjustable machinery, there do occur at times conditions which warrant venturing into the realm of adjustability for the reason that the machinery involved, even though automatic in nature, lends itself to adjustability. Furthermore, conditions are such that two single-purpose machines are out of the question from the standpoint of obtaining suitable returns on invested capital.

MOST manufacturers seem to have worked from the single-purpose machine and have attempted to make it adjustable, whereas it would have been preferable for them to have started in afresh, and to have designed a machine fundamentally from the standpoint of ready and simple adjustment. There appeared to be considerable hesitancy on the part of manufacturers to do this for the reason that it involved completely a new design from base to the smallest cam. All new patterns and castings would be involved, draughting expense would have to be borne by one machine instead of by several as in the case of the single-purpose machine. The result was that it did not seem a feasible thing to do because of the small number of requests for adjustable machines. However, within the past year or two there has been such progress in the development of automatic machinery and such continued attempts to eliminate the uncertain human element of hand work in packaging that the vision of designing machinery fundamentally from the standpoint of ready adjustment appeared to several manufacturers of automatic machinery.

This was true in the case of one manufacturer of cartoning machinery who, having built for years extremely satisfactory single-purpose machines, made no attempt to revamp such machines into adjustable machines, but possessed rather the idea of a machine which must be designed with the principal object of being able to operate upon more than one size, and at the same time not require days for getting the adjustments made, but rather a matter at the most of hours. In fact within the writer's experience such a machine can be reset for a different size within an hour, and within one day produce maximum output at minimum spoilage.

IT would seem, therefore, that if there appears to be a demand for an adjustable machine for any one of the operations in the packaging line, that after giving consideration to the factors involved, account should then be taken of the type of machine available. On the other hand, if it becomes necessary to have built a special adjustable machine, the manufacturer should design a machine primarily from the standpoint of ready adjustment, making use of such other experience and design as he may have gained on the single-purpose machine, but avoid merely rebuilding the single-purpose machine into one that would permit handling of various sizes with the usual disappointment at the length of time required for obtaining maximum operating efficiency.

It is hoped that machine manufacturers will find time and inclination to offer more adjustable ma-

chines designed with the project outlined above, inasmuch as they will find ready application in most concerns who put out a line of products, some of which during the period of growth do not warrant full-automatic single-purpose machines, but at the same time do warrant an expenditure of money to eliminate the uncertainty of hand labor.

## Labeling for the Children

WRITES John Allen Murphy in a recent issue of *Marketing:* "An out-of-the-ordinary label stunt is being used by Reid, Murdock & Company, on some of its canned goods. A complete Teenie-Weenie Story is printed on the company's labels.

"Naturally, the publication of the stories in this way makes a great appeal to children. In order to get a chance to read about the Teenie-Weenies, youngsters are likely to tease their mothers to buy Monarch products. And when the children are sent to the store, themselves, it is a cinch that they will throw whatever consumer acceptance they can command in the direction of the Monarch line.

"Another advantage of the use of the Teenie-Weenie stories in this manner enables Reid, Murdock & Company to tie its packages to its advertising. The company employs the Teenie-Weenie characters as illustrations in its magazine advertisements."

## A Test for Gummed Tape

HERE is a test for proving the strength of gummed tape and also the quality of the gumming and adhesive properties, as suggested by the *American Paper Merchant.*

Take a strip of gummed tape about six inches long and moisten the gummed side of one end about an inch; then stick the ends together in a ring form. Now insert two cylindrical pencils or other thin objects not having edges through the ring; grasp each pencil, two fingers of each hand, top and bottom of the gummed tape, and pull in opposite directions.

This test will indicate the strength of the paper, whether weak or rugged, and also the gumming or adhesive qualities, whether it slips or grips.

# Packaging for the Customer

### Requirements of Purchasers Studied Previous to Adoption of Container That Embodies Convenience, Cleanliness and Protection of Contents

RECOGNITION of the customer's desires in containers is evident in the package shown in the accompanying illustration which reproduces an advertisement that appeared recently. Here the manufacturer utilizes a package as a finishing touch for his product and obtains an article that meets every requirement of the exacting buyer.

March, 1928
LADIES HOME JOURNAL
145
Armour
In perfecting this new package for Star Bacon we have carried out your orders
STAR BACON is now packed in pound and half-pound cartons having a window top. Through these transparent tops you can see the bacon you buy. Armour's, the first to use this package for bacon.
Armour's
STAR
SLICED BACON
You have said, "We like our Star Bacon evenly fat and lean," and Armour has been preparing it that way for years. Then you said, "We would like our bacon in uniform slices and ready for the skillet," and we packed it that way in pound and half-pound cartons.
And then you said, "This package would be ideal if it could be made so we could see just what we are buying." Now we are glad to announce a wonderful new package with a window top—the only bacon package of its kind on the market.
How did we learn what you wanted? Your meat dealer, the editors of the food departments of leading women's magazines, women's clubs, domestic science teachers in schools and colleges, thousands of letters from home-makers all over this country, told us.
These letters, these reports, these opinions come to the domestic science staff in charge of the Armour Kitchen in Chicago. It is their business to know how you like your bacon and it is their business to see that we prepare it that way. The Armour Kitchen is a clearing house for ideas, and from it radiates an influence felt by everyone who contributes anything to the goodness of Star Bacon—the buyers who select the choice young porkers in the corn belt, the butchers who dress the meat, the laboratory where the formula for the cure is established—and now it has been felt by the men who are responsible for such things as packages.
Meat is the most necessary item in the daily diet. For 60 years Armour and Company has been perfecting methods to safeguard this essential food. Because of this constant effort Armour and Company has won a place among the world's leading provisioners and "Armour on a food product is an assurance of quality." Armour and Company, Chicago.
CLOVERBLOOM BACON—the finest cure you could buy, and the perfect complement for Star Bacon. Always sold in cartons.
"SLICES OF REAL FLAVOR, the unusual recipe book prepared by the Armour Kitchen, tells 56 delicious ways in which Star Bacon can be served. Mail the coupon for your copy today.
Dept. 1-D, Div. Food Economics
ARMOUR AND COMPANY, Chicago, U. S. A.
Please send me Free Recipe Book, Slices of Real Flavor.
Name
Address

Quality in preparation of the article itself and convenience in the amount supplied were established. It remained for the manufacturer to determine a further convenience and desire on the part of the customer—and a package does the trick. Packaged in pound and half-pound cartons provided with a window top, Star bacon can be seen by the prospective customer, who buys as the result of her confidence in quality in the product and her appreciation of the protection and convenience afforded by the container.

The adoption, by this well-known manufacturer, of a package as the result of a studied survey to determine the wants of customers indicates that there are numerous possibilities for other manufacturers of packaged merchandise in the development of new and individual ideas in containers. Furthermore, one cannot overlook the part that the package plays in the advertising of merchandise. The package and its contained product are inseparable; advertising promotion of the former becomes a highly effective factor in the sales of the product.

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PAPER SERVICE CO., formerly located at 19 South 7th St., Philadelphia, Pa., have moved to 28 North 6th Street, same city.

# Service is a Matter of Men!

DIFFERENT products require different shipping packages—and there can be only *one* best method for each. To analyze your product and all the factors of shipping, marketing, consumer preferences and sales advantages, necessitates the service of highly trained experts.

Almost every industry has, in some way, been benefited by the services of Hinde & Dauch Package Engineers. These men—over 50 in number—trained to deal with packaging problems from the view-point of the manufacturer, the carrier, the distributor and the consumer, increase profits through economical packing and shipping.

A Package Engineer is ready to render you valuable packaging service—free. Write for information that may lead to a new method and a new saving.

THE HINDE & DAUCH PAPER COMPANY
*323 Decatur Street · · Sandusky, Ohio*
OFFICES IN PRINCIPAL CITIES

*The Corrugated Box Industry is one in which SIZE is essential to SERVICE —and—Hinde & Dauch*

H&D

*are the largest producers of Corrugated Fibre Shipping Boxes and packaging materials in the world.*

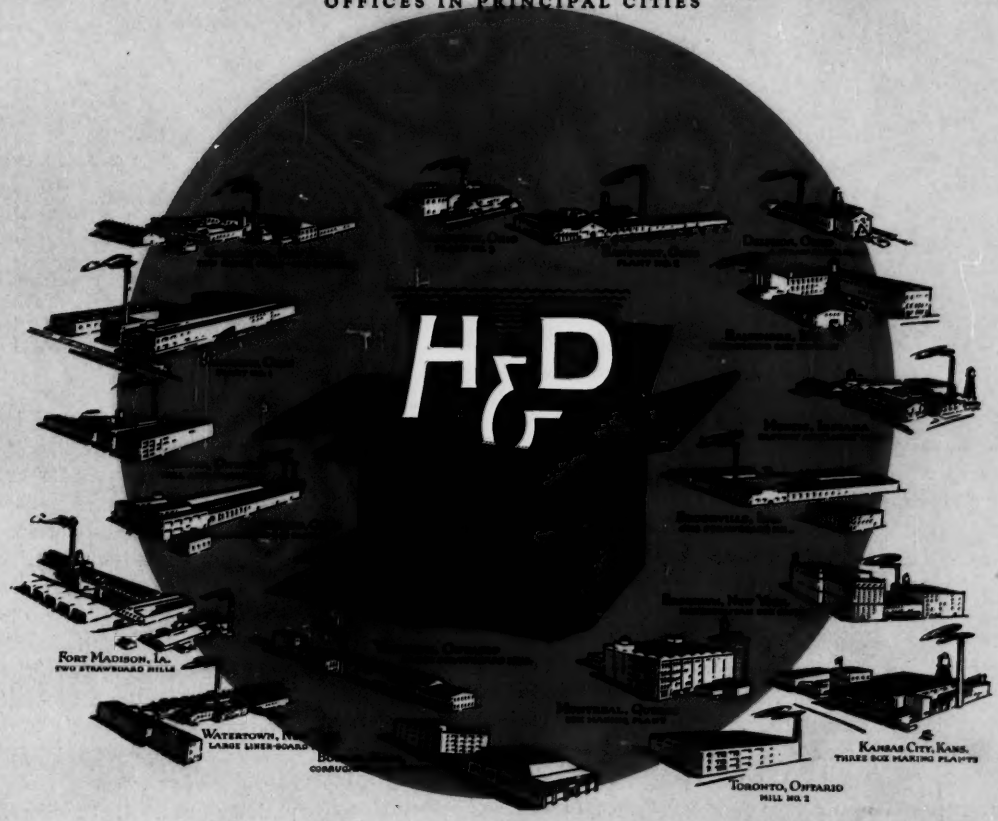
# Localized for Economy
## In your Packing and Shipping

BEFORE your product can leave your factory it must be *packed* to reach its last destination in perfect condition. The successful packaging of thousands of products for shipment requires a service that can be furnished only by specialists backed by long experience, ample manufacturing facilities and adequate financial resources. H & D have kept faith and pace with the shipping demands of modern business. Their facilities have expanded with the growth of the industries they serve.

Through the amalgamation of H & D with Thompson & Norris and J. M. Raffel Companies there are now 28 factories and mills grouped in twenty plants and located at 15 strategic points throughout the United States and Canada.

The twenty plants of H & D are located to bring a source of box supply nearer to your factory. This results in reduced transportation cost, a considerable saving in money and a faster delivery service.

THE HINDE & DAUCH PAPER CO. · 323 *Decatur St. Sandusky, Ohio*
OFFICES IN PRINCIPAL CITIES



# Packages for Promoting Sales

## Illustrations of Products in Containers Included in Announcements and Shown in Advertising Copy Coordinate Merchandising Plans

A "merchandising unit" which includes in all fifteen packaged toilet products, together with appropriate window display material, is shown in the accompanying illustration. This selection is being offered by Yardley & Co., Ltd., to drug stores, the thought behind this unit being to convey a definite guide to the trade in the installation of a new product in their stock.

Often, even with a heavy blanket advertising appropriation, errors in judgment occur in the selection of initial stock, and it is to avoid a poor start that Yardley & Co., Ltd., have devised this opening method for new accounts.

In photographing the display material with all of the packaged products offered, it is believed that an effective tie-up with scheduled advertising is obtained. An announcement of the sales plan, together with an outline of the extensive advertising schedule, give the dealer a complete picture of the cooperation that he may expect in taking on this particular line.

In the display of this merchandising unit as an advertisement and in the circulars distributed to the trade, recognition is given to the importance of the packages and their effectiveness in promoting the sale of the goods to customers.

*A "Merchandising Unit" in packaged goods and accompanying window display*

## Drastic Package Bill Pending in New Jersey

THOMAS J. HICKEY, executive secretary of the Flavoring Extract Manufacturers' Association, has prepared the following data regarding Assembly Bill 138, introduced in the New Jersey Legislature by Mr. McDermott and now pending in the committee on miscellaneous business:

"This bill provides that no person shall sell *any article* or *commodity* in package form unless the net quantity of the contents be plainly and conspicuously marked on the outside or top thereof, or on the label or tag attached thereto, in terms of weight, measure or numerical count provided, however, that reasonable variations and tolerances shall be permitted, and that the State Superintendent of Weights and Measures shall fix such variations and tolerances.

"Section 2 of the bill reads as follows:

"'2. The provisions of this act shall not apply to containers or commodities in containers with ornamentations or decorations exclusively for gifts or social favors, nor commodities dispensed for consumption on the premises, nor to commodities or containers put in receptacles used merely for the purpose of carrying or delivering of commodities or containers complying with the provisions of this act, nor when the numerical count of the individual units is six or less, nor in the case of liquids when the contents is one fluid ounce or less, nor when the weight of the contents is one-half avoirdupois ounce or less.'

"Please note that this bill applies to any article or commodity sold in package form. It, therefore, applies to medicines, drugs, perfumes, toilet preparations and in fact every kind and variety of commodities which

are not ordinarily required to be labeled with net quantity.

"I might say that there is already a law in New Jersey requiring net quantity to be branded upon food in package form, the present law being virtually the same as the Federal law. Under these circumstances it is worthy of consideration whether there is any necessity for the above bill becoming a law.

"Section 5 of the bill reads as follows:

"'5. The term container as used in this act shall be construed to mean and include any carton, box, crate, barrel, half-barrel, keg, drum, hamper, jug, jar, crock, bottle, basket, pail, can, wrapper, parcel or package.'

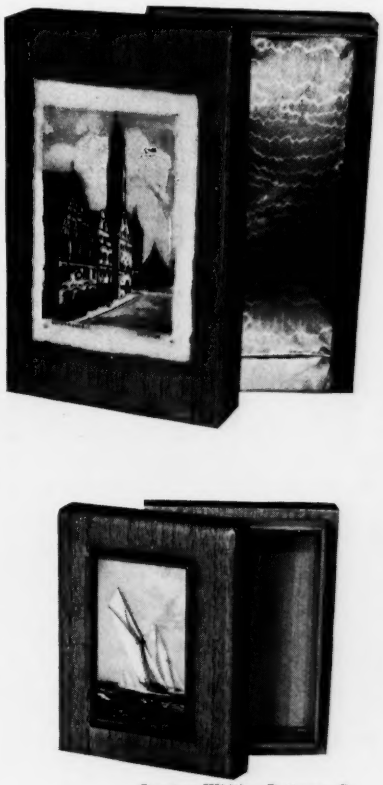
"This section is objectionable in that it might apply to the shipping case. The section should be amended by adding the following proviso:

"'Provided, the term "container" shall not apply to the outside shipping case in which individual units properly branded in accordance with this act have been packed for shipment or delivery.'"

## Attractiveness in Paper Covered Wooden Boxes

WOODEN boxes of convenient size and attractively decorated with standard box cover papers can serve as substantial containers for playing cards, cigarettes and many other items of common usage. The surfaces of such boxes lend themselves to the use of original designs in cut-outs, etchings and poster effects which are mounted on the cover and, combined with well-selected linings, present an appearance that is quite in keeping with the utility value of the boxes.

The two boxes shown in the illustration are made of cedar with the closing edges permitting practically an air-tight fit. Gray imitation grain paper covers the sides and top of each box, being carefully glued and matched at all of the joints. Such paper serves as a durable and effective background for any subsequent decoration that may be placed on the boxes. As may be seen, the upper box is lined, using a ripple-marked silver paper. An attractive etching in black and white on deckle edge paper is mounted on the cover of this box. The lower box is unlined and carries on the cover a yachting scene in colors. Both are splendid examples of effects that may be obtained through the use of decorative papers.



*Courtesy Whiting-Patterson Co.*
*Paper covered wood boxes*

## Keller-Dorian Paper Co. Move to Larger Offices

KELLER-DORIAN Paper Co., Inc., 110 Fifth Ave., New York City, have moved to more spacious offices at this address. The new quarters afford more space for the executive offices and also for a display room in which boxes made in all parts of the world, and covered with Keller-Dorian papers, are on display. The company has also installed its own sheeting department on the third floor.

The parent company, the Société des Papiers Keller-Dorian, Lyon, France, was established forty-five years ago by the late Leon Silvin. The American branch was incorporated on Nov. 5, 1925, with Jean Silvin, son of the late Leon Silvin, as president, and Elmer S. Moore, vice-president and general manager.

## Pneumatic Scale Enlarges New York Offices

PNEUMATIC SCALE CORP., LTD., has substantially increased their office and showroom space at 26 Courtland St., New York City, to provide for demonstrations of several types of machines made by the company, among them being the Samco Junior automatic vacuum filling machine, various types of coin handling machines, labeling equipment, etc. It is the intention to make additions to the display from time to time so that the show room will become a miniature exposition of automatic packaging and liquid equipment.

C. F. Doble is manager and George F. Brown is in charge of the standard automatic vacuum filling equipment. Laurance Cornwall is in charge of the coin-handling equipment. One of the coin machines shown will, in one operation, sort, count and place in wrappers any amount of mixed money and do it accurately and rapidly. Another interesting machine is one that will count into packages any denomination of coin at the rate of 2000 per minute.

## Imports of Food Stuffs

THE value of imports of food stuffs during 1927 exceeds that of exports by 8 per cent, amounting to $954,819,000 in comparison with $884,321,000 for foodstuffs exported, according to *Commerce Reports*. This balance of $70,498,000 in favor of imported food products is, however, considerably less than that of a year ago, when the value of imports exceeded exports by $119,064,000. This more favorable balance during 1927 compared with 1926 is due chiefly to an increase of exports, although there was a slight decline in imports. The increase in the value of exports occurred mainly in shipments of grain and grain products and of fresh and dried fruits. The decline in the value of imports is shown largely in the trade in coffee, cocoa and tea.

# Modern Developments in Round Fibre Containers

## Methods of Manufacture Permit Convenient Closure and Use of High Grade Printing in Reproduction of Design—Cans Meet Requirements for Packaging Moist and Dry Products

*By H. R. COFFIN*

*Smith-Lewis Fibre Can Corp.*

CERTAINLY we are living in an age of changes. Styles, habits, methods and customs change with such bewildering rapidity that we no sooner accustom ourselves to the latest method of doing one thing than we find ourselves hopelessly out of step in another.

One of the notable changes in the merchandising field has been the packaging by producers of most of their products entering our homes. The cracker barrel, the molasses and vinegar barrel, the tub of hard candy have gone with the horse and buggy, cotton stockings and long hair. Milady, when she shops today, wants a package of this and a package of that. Even a pound of butter is given her in a beautifully printed sanitary carton. Her pound of coffee in appearance suffers little by comparison with the toilet articles on her dressing table. The cracker barrel with its attendant swarm of flies and layer of dust, and handled by the not too clean hands of a grocery clerk, have become repulsive to her. She associates cleanliness, quality and beauty. The attractive package catches her eyes, gets her business. The day is rapidly approaching when goods sold from "bulk" will be as extinct as the corner saloon.

The selection of a package in which to merchandise a commodity presents many and varied problems. Naturally, in considering the adoption of any type of container for a product, several factors must be taken into account. The product itself must be carefully considered. Is it of a hygroscopic nature? Will it take up moisture and deteriorate, become caked or unusable? Obviously, under these conditions a tight package to protect the contents from changing atmospheric conditions is necessary. Possibly it is necessary to retain the moisture in the product. The container should be tight and, in addition, moisture-proof. It should be chemically inert with reference to its contents. Protective features must receive primary consideration. The producer, as well as the retailer, should appreciate that merchandise must reach the consumer not only in an attractive manner and in first-class condition but must remain so for what may be termed the life of the commodity. This means not only on the retailer's shelf but in the home until it is entirely used up. In other words, not only must the container selected furnish adequate protection "in transit" and until opened, but should have a convenient and tight closure to retain the quality in the goods during use in the home.

IN the selection of a container, operations in the factory must be given careful consideration. Methods of filling, weighing and sealing either by hand, semi-automatic or full-automatic machinery must be efficiently performed. Much depends upon the type of container selected. Containers without breakage or defects, that will not be soiled in necessary handling and that are clean and sterile and may be handled at a fair rate of speed, will obviously bring a greater return on machinery investment. On the other hand, those in which cleaning out, sterilization, sorting out of defective containers, frequent adjustment of machinery are necessary with the attendant wastage of product or improperly filled packages are not economical.

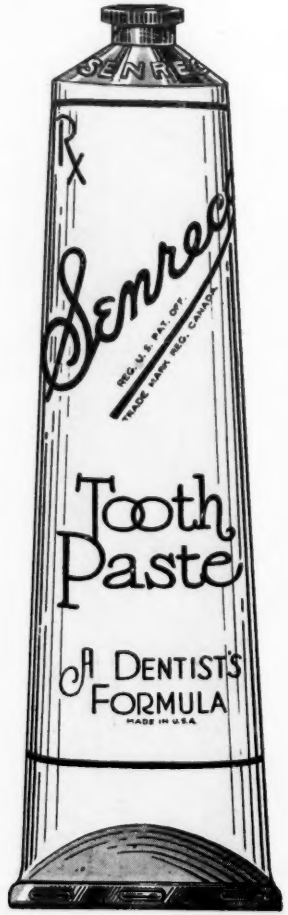
The decorative features of the container are most important. Few will dispute that advertising at the point of sale is most effective. A well displayed product in an attractively designed container will create attention and awaken the desire to buy whereas a poorly packaged article of nondescript design invariably is the slow mover. Designs do not have to be ornate or employ a multiplicity of colors to be attractive or of high merchandising value. Designs and colors should be selected with due reference to contents. The designs and colors should be chosen to depict as far as possible outstanding characteristics of the product. Designs and colors may in a measure represent cleanliness, richness, gaiety or appeal to children. For instance designs in delft blue, grey or black and white seem to indicate sanitation, but might be too cold for another design. Christmas, nursery rhymes, and other motives lend innumerable opportunities for a package appealing to children.

THE nature of the contents and the consumer should be given careful analysis in the selection of colors and designs. The Lady Nic can with its gay splashes of colors and jolly cabaret scene seems particularly fitting for a cigarette package. It creates an atmosphere in which a cigarette just naturally fits. On the other hand, the more subdued richer colors and the expensive cup and saucer seem to say that the contents have quality. It is restful and seems

*(Continued on page 64)*

BRAZIL
COFFEE

GOOD
FOR TENDER
GUMS
IPANA
REG. U.S. PAT. OFF.
TOOTH PASTE
BRISTOL-MYERS CO.
NEW YORK
PRESS FROM BOTTOM
ROLL UP AS USED
ALWAYS REPLACE CAP
IPANA


Rx
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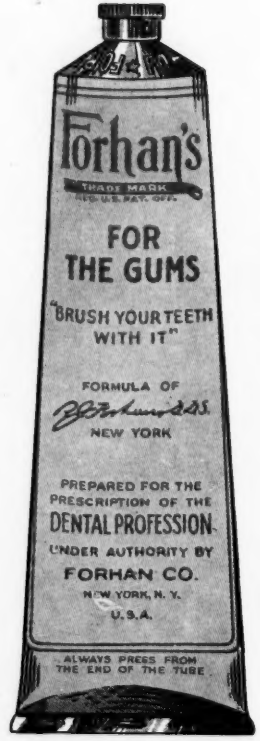

Forhan's
TRADE MARK
REG. U.S. PAT. OFF.
FOR
THE GUMS
"BRUSH YOUR TEETH
WITH IT"
FORMULA OF
NEW YORK
PREPARED FOR THE
PRESCRIPTION OF THE
DENTAL PROFESSION
UNDER AUTHORITY BY
FORHAN CO.
NEW YORK, N. Y.
U.S.A.
ALWAYS PRESS FROM
THE END OF THE TUBE

Phillips'
Dental Magnesia
A Compound Dentifrice
Made by the makers of Phillips' Milk of Magnesia
standard for 50 years with dentists and physicians

# Collapsible Tubes in Packaging

## Improvements in Machinery, Reduction of Selling Cost and Larger Orders Have Brought About Betterment of Quality—Various Factors to Be Considered in the Use of This Type of Container Which Is Adaptable for Many Purposes

*By FRANK J. LYNCH*

*Sun Tube Corporation*

THE collapsible tube, as we know it today, had its origin in France, thirty-two years ago. The first tubes, extruded, or pressed, were prepared by hand by two or more men pulling on a capstan, the machine being similar to a huge wine press. The development up to 1913 was comparatively slow. Machines had been made in Germany and in France, and by means of attachments

*Frank J. Lynch*

on a press the tubes were extruded at speeds of from six to ten per minute. In Germany, France, and from two concerns in the United States, it was possible to obtain, as early as 1913, a decorated tube, that is, a tube with a coating thereon and simple printing.

The original coatings were of an alcohol base and very fugitive—more on the style of decoration that could be found on champagne bottles, before the Eighteenth Amendment. In 1913, coatings of zinc base were introduced and have been continuously employed up to a few years ago. In 1920 and thereafter, with the rapid development in chemistry, pigments other than zinc were used; whereas from 1915 to 1920, it was quite the usual thing to find the tube would get very hard and the coating would flake. Today, this is practically not found.

Tubes have been made of tin, lead and laminated metals for many years; that is, tin on the inside, next to a layer of lead, and tin on the outside. The usual procedure is to use a lead tube for cements, adhesives, certain soaps, oils; and for purposes of a cheap package, it has no competition. Not so much in this country, but in Germany is the tin-coated or laminated tube used. Our drug laws prohibit a content of more than twelve per cent lead in a package that is used for food or for certain pharmaceutical uses, and this percentage is also maintained in France.

The laminated or tin-coated tube is not used to a great extent, primarily because the scrap content is not an economic one. The scrap contains tin and lead and is not very marketable; the necessity for tin on the inside and outside, with lead in the center, makes the tubes excessively heavy, increasing the shipping cost, and the American market has been trained to standardize on tin.

While there are 24 kinds of tin, 22 of them show a variation in purity of less than one-half of one per cent. Tin, therefore, that is used in collapsible tubes can be understood to mean Straits tin of a purity of more than ninety-nine per cent. While there are other tins used of practically the same purity, there is no economy, as the best production obtainable comes from Straits tin and it is not adulterated.

For the benefit of skeptics who feel that lead is used in tubes, the best I can tell you is that in making experiments to determine the validity of this belief, I have not found it possible to introduce lead into tin in any percentage under ten of lead, and in all my experiments, I have never found a tube that had an excessive lead content other than a fractional hundredth per cent, that is natural in the material as an impurity.

USERS of tubes, under certain conditions, find occasional splits and pin holes. Where you find a pin hole, usually a purple stain is apparent, and an analysis will indicate an arsenic content. This finding is rare, however, and is inherent in the material. Under certain conditions, particularly in the summer time, tin is affected by a tin sickness and will turn out tubes of questionable quality. But this happens only rarely and is, at present, uncontrollable.

The best assurance that one is obtaining a good quality of tin is that the resultant scrap is worth within a few per cent of the cost of the new material, so that any adulteration in the tube, obviously, is in the scrap, and the separation or selection of it makes the cost prohibitive. In summary: Don't materially worry about the quality of tin in your tube, and forget the theory that there is lead in them, because there is not. I have taken three parts of the same lot of raw material and sent them to three recognized metallurgical experts, for a complete analysis, one of which was the Bureau of Standards. The net result was a disagreement to equal more than three-tenths of one per cent. Therefore, in your analysis, don't let any one tell you they can analyze closer than this.

If you work with one house, they can give you relative results closer than three-tenths. But that doesn't mean, if they show a tin content slightly under ninety-nine, that another expert won't show slightly over, and there have been many arguments on this score.

The only other material used in tin tubes for extrusion is about five-eighths of one per cent of copper. A

study of alloying has demonstrated that the elongation and the ductility of tin are improved by this introduction. And, strange as it sounds, ninety-nine per cent tin and one per cent copper has a greater elongation than one hundred per cent tin.

In later years, laboratory demands for accurate packages have caused refinement in the manufacture of collapsible tubes, so that today the quality is higher than ever before. The price is lower: a two-ounce tube in 1921 and 1922 with a tin market comparable to that of today would sell for forty-four per cent less at the present time.

IMPROVEMENTS in machinery, reduction of selling cost and larger orders have brought about this saving. For the future, prices should go downward, with the introduction of still newer and more rapid machines. Comparing the laboratory of ten years ago with that of today there is a vast difference. Where a group of from five to twelve girls with certain systems would handle one hundred gross of tubes per day, in a modern laboratory three girls will work from the incoming tube to the outgoing carton, doing two additional operations, and will turn out three hundred gross of tubes. In a modern laboratory, a cost of 8 mills per dozen, from tube inspection to shipment, is maintained over long periods.

Modern machinery for the production of collapsible tubes now makes it possible to produce a complete tube from raw material to a shipping case in fifty-five minutes, and it has been demonstrated that a piece of raw material at one o'clock, can be filled, packed, and on its journey by two o'clock. Of course, this is a test case, but indicates that all the resultant operations are satisfactorily performed in this short period. The accuracy of the manufactured article today was undreamed of a few years ago. A girl feeds a machine with both hands, and every part of the article must be right to stand these speeds.

The floor space required for handling collapsible tubes is ridiculously small. Four hundred square feet provide more than enough room to handle a capacity that would warrant gross sales of over two million dollars. The rapid deliveries reduce the necessity for carrying stock, and a company whose business runs into the millions can be found with a tube inventory equivalent to two weeks' delivery. With the rapid filling possible today, the scientific treatment is to have sufficient equipment to fill only a few days a month, using the filling organization elsewhere on the production of other articles. The handling of tubes with this rapidity has made it necessary to perfect coatings and printings so that they are more resistant and less fugitive than a few years ago. The fittings of the caps, the area of the orifice and the strength of the tubes, are now subject to accurate testing. A recent test made of some tubes several years old showed a hydrostatic bursting test of less than thirty pounds as against fifty-five pounds which is considered normal today. This, you will remember, with the tremendous saving of between forty and fifty per cent in the last few years.

A company today, if using collapsible tubes and purchasing them to specifications, by test, is assured of getting a tube than can be filled at maximum speeds for machine operation, providing they will work up a set of buying standards that guarantee them a test on a straight-size tube of not under fifty pounds hydrostatic pressure.

The illustrations accompanying this article show Ipana, Senreco, Phillips, and Forhan tubes. These original tubes are all of the same diameter and all but one are of the same length. By the utilization of a combination, the tools are usable four times on some of the parts and as many as nine times on some of the others. Whereas a tool investment of approximately twenty-five thousand dollars minimum was originally necessary, the present need is approximately five per cent of this. Some of these savings are reflected in the cost reduction, and while it may seem peculiar that four competitive tooth pastes buy from one house, each of them operate to reduce the cost of the other. This, likewise, holds true in larger sizes, and the group illustrated indicates a tremendous buying demand. The aggregate buying of the tubes illustrated, all of which are not bought from the same company—some of the companies dividing their business in half or thirds—represents purchases in yearly amounts of over one million dollars.

A collapsible tube has only one secret, and if you will determine this, you have got it all. The wall thickness of a collapsible tube, at the shoulder, is the backbone of the article. If this is set, and you designate the opening required, the outside diameter of the cap, the minimum diameter of the tube and the length of the tube, the "Thief of Bagdad" himself would have to give you a good article.

In merchandising with collapsible tubes, the requirements have been that a customer having a trade mark. or certain style of package developed for other lines, requires the same treatment on his tubes. Tubes can be printed in four colors, and in using screen work, creditable results have been obtained with as many as eleven shades. The tubes can be protected to make them resistant to alkali and alcohol, and any printing that can be done on paper can be reproduced on tin in a surprisingly accurate manner. For large runs, a steel plate is used in which the design is hand engraved from solid steel, with a minimum of wear; the impression is very accurate and with little gradation.

In merchandising materials that go into tubes, we have the following advantages. The average public is familiar with them and knows how to handle them; they can be packed for traveling; they are sanitary, as you cannot get your finger into the material; more than one person can use a tube, whereas with other packages it is more limited. The package is eliminated and the unit cost is less with filling and handling expenses much under other containers.

The millions of dollars that are being spent by some of the larger companies pave the way for the new users, and when it is realized that there is approximately seventeen million dollars spent annually in advertising

tubes in the United States, the reception to this type of package is very high. The average person considers tubes for pharmaceuticals only. In Germany a great many food stuffs are marketed in tubes, and this practice, in my opinion, will be followed in this country. They put up marmalade, butter, peanut butter, Anchovy paste, Sardelloen, cheese products, sandwich fillers, besides numerous liquid concoctions, such as heavy perfumes and many other peculiar materials that one wouldn't expect to find in such a package.

In the development of a package, a customer should have service that is broad enough to cover the following details. He should be sold containers that enable him to market his product within the range of the tin prices without serious handicap and make a profit. There have been a good many packages developed that were too large at high-priced tin, and possibly too small under other conditions of low-priced tin.

ONE should stick to standard sizes, picking out some tube on the market that is relative to what they require, for the following reason. With the development of special machinery, it is possible to buy a tube such as those illustrated at a much better price than almost any other size. This is because on these sizes, more money has been expended than on any other known of in the industry. The cap on the Bristol-Myers Ipana tube is as economical as that shown on the Senreco tube. In fact, with the labor of handling the Senreco cap, it is more expensive than the other. Obviously, a larger cap on the Senreco package would improve it, and this is now being done. But, before this machinery had been developed, the reverse was true. It is well to ascertain that you purchase from a progressive company because competition is so extremely keen that the purchasing price of your container can materially affect your income. As a pertinent illustration, the most satisfactory method of buying is, undoubtedly, cost plus, although this is not done save in a few cases. At the present writing, tin has dropped an average of sixteen cents per pound. On a cost plus basis, this brings immediate purchases down from sixty to one dollar per gross, whereas with the ordinary method of purchasing, where a company contracts for fourteen months at a time, they lose the influence of this drop, unless they buy ahead into the next period. Fundamentally, cost plus is sound, and the usual method is really a gamble.

A certain style of caps, other than those regularly used, has appeared and gone off the market for a number of years, and while a good many tube users are concerned with the style of cap on their tube, there are two fundamental considerations that one must give to this item. Some caps are used as an economy and this practice leaves a stigma of cheapness on the item. In other cases a cap of an involved type is used and long experience in the industry indicates that the average user will not accept it. With this method of packaging, as in all others, there are certain arguments for and against. I have seen complaints on containers that would indicate, if the complaints were justified, that the package was very inferior. As a matter of fact, the complaints for a year would aggregate not over sixty, and the tubes sold, under complaint, would run more than twenty million. This percentage, of course, indicates a questionable result. Another reason for complaint is the method of handling a collapsible tube. A tube can be made sturdy so that it can stand any bursting strain. This is the usual procedure but it will not fold as readily as a tube that is thinner in the wall, so that one type of tube, the thin tube, will cause one complaint under certain conditions and the heavy tube might bring just as many but of a different nature. This is a question of how the article is handled, and if a tube is made with an opening or orifice of the proper ratio to its diameter, if the length is not too long in proportion to the diameter and if the material is kept in proper conditions, there is no difficulty. Obviously, if the opening is too small, and the material hardens and excessive pressure is put on it, something happens.

The phenomenal growth of tubes best indicates that they are meeting their requirements, and each year finds several additional millions of dollars used to advertise them, to quicken the demand and to improve the quality.

# Consultation

*UNDER this heading will appear "questions and answers" that may be of general interest and service to readers. Inquiries submitted will be referred to members of the Staff for reply and will be published as unsigned contributions.*

## Launching Window Displays

WE are interested in information concerning the proper window trim and display of our merchandise. Will you please communicate with us giving information, procedure and other particulars?

YOU are asking rather a large question and something which it is impossible to answer without more knowledge of your conditions.

First, what are your main outlets, drug stores, beauty parlors, department stores, or what?

Second, what is your distribution?

Third, how are you merchandising your product—through your own salesmen, through jobbers, or just how is it being handled?

Fourth, what is your advertising budget; what media are you now using and to what extent?

Fifth, what is your margin of gross profit?

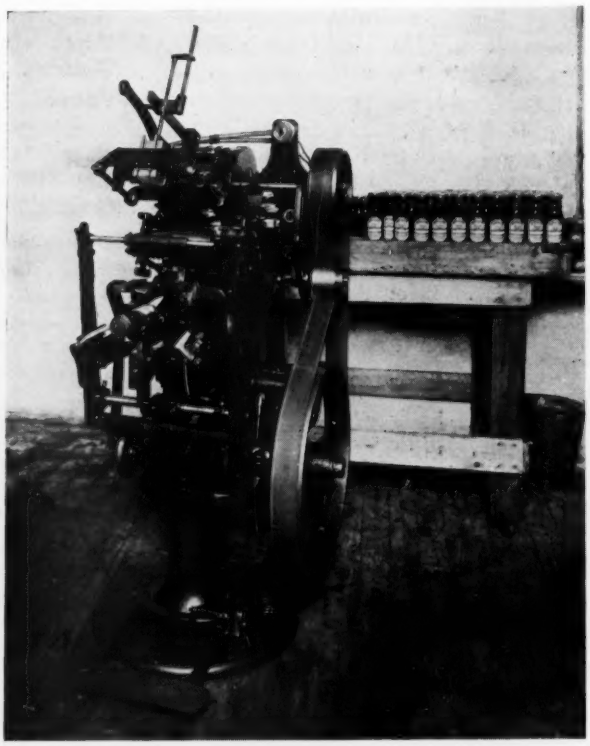
1—to yourselves
2—to your dealers.

All of these questions will have to be taken into consideration by any firm or organization who may plan your display material before they can reach a point to make an intelligent recommendation. It is possible your advertising agency can be of some assistance, but more likely you will get the service you want by calling in some good display counsel or lithographer and going over the entire situation with them frankly. There are a number of firms in the country who make a specialty of this kind of work.

# Reducing Labeling Costs in a Food Products Plant*

## Machines Show Many Advantages over Hand Methods and Obtain Saving of $330 per Year, Paying Net Return of 44 Per Cent on Investment—Summary of Costs

THE season's production of catsup alone of the Vincennes Packing Corp. averages about 60,000 twenty-four bottle cases with bottles of 6- to 16-oz. size. This company operates 11 plants in Indiana and Illinois for the canning and packing of pork and beans, kidney beans and a full line of tomato products. The labeling during the packing season is on warm bottles taken direct from the fillers and during the remainder of the year on bottles taken from corrugated board containers in the warehouse and labeled for shipment with individual orders.



*One of the labelers at plant of Vincennes Packing Corp.*

Two automatic labelers, installed about two years ago, are operated 8 hours a day for approximately 125 days per year. Applying both body and neck labels, these machines normally turn out 60 cases of bottles per hour, and the production rate on long runs of one size can be increased to average 65 cases an hour. The average annual output per machine, including all classes of labeling, is about 60,000 cases.

During the packaging season, bottles are brought to the labeling and packing room in wooden bottle trays; when brought from storage they are in 24-bottle corrugated cartons. The labeling operation is essentially the same in either case. The labeler operators place the individual bottles in the machine with one hand, remove them with the other hand after labeling and set them on a belt conveyor on the other side of the machines for transport to the inspectors and packers. During labeling from storage, the empty storage cartons travel along a parallel conveyor and are used again for final packing. Perfection of the appearance of the finished product is assured by three girls who wipe the bottles, one by one, and two girls who inspect them carefully before packing.

The direct costs on one of the labelers are shown in detail in Table A. The fixed charge items, consisting of depreciation, average interest at 6 per cent and a maintenance allowance of $50 per year, total $149.75. The depreciation and average interest calculations are based on a conservatively estimated life of 10 years. There have been almost no repairs on either of the two Improved World labelers and maintenance has consisted of oiling in the morning and at noon, done entirely by the machine operator. Separate itemization of this small cost is not attempted and the $50 allowance is more than sufficient to cover all such costs. The daily costs, consisting of a pro rata of the annual fixed charge, of the estimated power cost and of the operating labor, total $3.69. For 125 days of 8-hour operation the unit machine cost is $ .46 per hour.

Table B shows a calculation of unit labeling costs by both machine and hand methods and indicates the saving being made by the use of the labelers. At the usual rate of $ .01 per dozen bottles labeled and inspected, the cost by the hand method, not including labels and glue, is $ .83 per thousand bottles. The machine cost, taken as $ .46 an hour from Table A, plus the labor charge for inspecting machine-labeled bottles, totals $ .86 per hour. This charge, not including the cost of labels and glue, covers an output of 1440 bottles (60 cases of 24 each) and gives a unit cost of $ .60 per thousand bottles handled.

Labels vary widely in size, shape and cost but average about $1.25 per thousand. Glue costs $ .05 per thousand bottles. The total of machine, inspection, label and glue costs is thus $1.90 per thousand bottles.

The calculation of savings effected is also shown in Table B and is based on a direct comparison of hand and

* A survey made by The A. C. Nielson Co., in collaboration with and approved by M. Schotter, general superintendent, Vincennes Packing Corp., Vincennes, Ind.

machine costs with labels and glue not considered. The unit saving shown is $.23 per thousand bottles or $.0055 per case. The cost reduction is thus 27.7 per cent. On an annual basis, for the production of 60,000 cases per machine, the saving totals $330.00 and pays a net return of 44% on the total cost of one labeler.

The labelers are thus shown to be sound investments from the strictly economic standpoint. They have several excellent mechanical features also. The design of the machine is such that bottle breakage is largely minimized and working parts are protected adequately from damage in case breakage does occur. Dripping gum is prevented from reaching the working parts also, and the operation of the equipment is sufficiently simple to be well within the range of jobs suitable for unskilled workers. Except for abnormal cases of bad label design or printing the labelers may be depended on to take only one label of any usual size or shape at a time and to apply it neatly to a bottle of any ordinary shape or capacity.

TABLE A OPERATING COSTS ON LABELER

| | |
|---|---|
| Annual Fixed Charges | |
| Depreciation: $750.00 ÷ 10-year life | $ 75.00 |
| Average interest at 6%:[1] 11/10 x $750.00 x .06/2 | 24.75 |
| Allowance for maintenance and repairs | 50.00 |
| Total annual fixed charge | $149.75 |
| Daily Operating Costs | |
| Daily fixed charge: $149.75 ÷ 125 days | $ 1.20 |
| Power (estimated): 3 kw.-hr. per day at $.03/kw.-hr. | .09 |
| Labor: 8 hours at $.30 per hour. | 2.40 |
| Total operating cost: Per day | $ 3.69 |
| Per hour (8 hr. per day) | $ .46 |

TABLE B COMPARATIVE UNIT LABELING COSTS AND SAVINGS

| | |
|---|---|
| Per 1000 bottles: | |
| By hand labeling at piece-work rate: 1000/12 at $.01 per dozen | $ .83 |
| By machine method: | |
| Machine and operator (Table A) $.46 hour | |
| Two inspectors at $.20/hour $.40 | |
| Total per hour (60 cases handled) $.86 hour | |
| Unit cost—$.86 ÷ (60 cases x 24/1000) | $ .60 |
| Net saving per 1000 bottles | $ .23 |
| Cost reduction | 27.7% |
| Per case of 24 bottles: | |
| $.23 per 1,000 ÷ (1000/24) | $ .0055 |
| Per year, on 60,000 cases: | |
| $.0055 per case x 60,000 | $330.00 |
| Return on investment | 44% |

[1] Allowing for interest earned by depreciation reserve.

# A Shoe Box Is Glorified

## Modernization of a Container Proves Valuable Advertising Ally for Retailer and Secures Requests for Extra Boxes

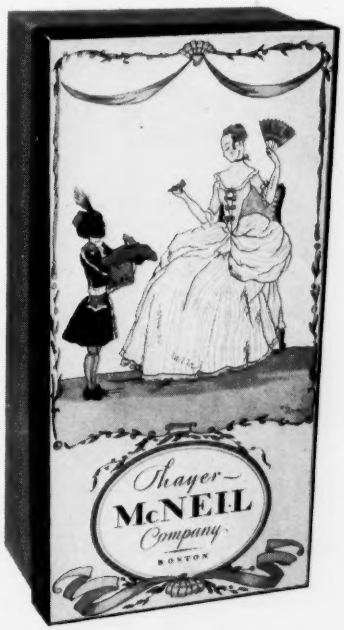
*By FRANCIS W. HATCH*

*Barton, Durstine & Osborn, Inc.*

HAS it proved a worthwhile investment? Let this single question answer that.

How many retail stores or manufacturers throughout the country enjoy a ready sale for their merchandise containers?

The fact is that Thayer McNeil received so many requests for extra boxes from their customers that they were obliged to put a price on them




*Contrast this with the average shoe box used by retailers*

covering their cost. Their customers are gladly paying this cost for they cannot find a box of equal attractiveness and utility to compare with it, at anywhere near the price. They are used as sewing baskets—to keep hosiery fresh and clean in closets and bureau drawers—for packs of cards and bridge scores—and of course for convenient and attractive storage containers for the extra pairs of shoes which clutter up the closet.

Thayer McNeil were also quick to recognize the display possibilities of the boxes. They make convenient and colourful display units in the windows. The figure of the hoop-skirted lady and the little page on the box lid have been reproduced as dolls and used in the window with the boxes.

A project which was initiated merely as an attempt to modernize a shoe box has proved to be one of the most valuable advertising allies the store has ever enlisted! Shoe boxes from time immemorial have been pretty drab affairs. While the prices of women's shoes have mounted steadily to $30 and upward, the containers in which they move from retailers' shelves to the customers' home have failed to reflect the increased glory of the merchandise.

With this fact in mind, Thayer McNeil Company of Boston set out to design a box which would be worthy of the quality of shoes they retail. Colour of course was of prime consideration. Two-colour printing was considered first. While it offered opportunity for broad contrast, it could not give the full richness desired. Courageously they faced the added cost of four-colour printing and a wise investment it proved to be!

M. Guy Arnoux, the eminent French artist, was engaged to do the water colour reproduced on the box top. His subtle use of delicate pastel shades proved ideal for the panel. His drawing is reproduced in four colour plates of combination line and Ben Day, etched on copper. The box lid is printed on Warren's White litho coated stock, 70 pound basis. To add mellowness, durability and lustre, the cover is varnished. The base of the box is printed in a solid tint of delicate pink on Warren's White Offset, 70 pound.

Contrasting this box with the average shoe box used by retailers it must be admitted that there is a vast difference between them.

# Package Inserts at Work

## Advertising and Selling Messages May Be Profitably Carried by This Method of Direct Appeal to Customers—Wide Selection Available for Illustrations, Text, Shapes, Sizes and Materials

"WHEN your customer opens your package, she or he will be glad to know how to use the goods, how to take care of them, why they are good, where to buy other goods you make and why she or he should buy other goods from you." This statement furnishes several very good reasons why the manufacturer of packaged merchandise should be interested in the use of package inserts. Another important point, and one wherein the package insert differs from many other forms of advertising, is the fact that it carries its message to a customer and not a prospect.

Package or bundle inserts may be divided into three general classes, as follows: The insert that goes into the original package sold to the customer; that which is placed by the retailer in bundles and packages that leave his store, and the insert that goes into a large container or bundle which is opened by the dealer.

Among the messages that can be carried with profit on package inserts are the following:

Refresh the mind of the buyer concerning the points that induced his first purchase of your product.

Tell the buyer how to use your product to the best advantage.

Tell the buyer of all the uses to which the product may be put.

Tell the buyer how to care for the product so that it will give the best service.

Acquaint the buyer with other products that you make or sell.

Secure names of buyers for mailing list.

Induce the buyer to send for samples of other products that you make or sell.

Secure the names of friends and acquaintances of buyers for your mailing list or for distribution of samples.

Tell the story of careful and clean handling of the product in factory and workshops.

Give the buyer information about the size and character of the company back of the product.

Make clear to the buyer the care used in the selection of materials.

Counteract specific or vindictive efforts of competitors.

Bring suggestions or information that will help you to improve your product or extend its sale to other fields.

Carry testimonials from other users to help strengthen the confidence of buyers.

The above statements relate to the value of the package insert as a merchandising factor in the distribution of goods and to the various functions which it may be expected to perform. It is interesting, therefore, to consider certain specific examples of package inserts, taking into account the forms, shapes, sizes and copy used, together with the purpose for which each insert is intended. The two illustrations which show package inserts used by the Pompeian Laboratories and the Norwich Pharmacal Co., together with the following summaries of package insert practices, are reproduced through the courtesy of the S. D. Warren Co., Boston, being reprinted from their booklet, "More Business through Package Inserts."

THE National Biscuit Co. includes in each package of cookies and crackers a slip featuring on one side another variety of biscuit in color, and on the reverse an announcement of a recipe booklet which will be sent on request. Similarly, the Loose-Wiles Biscuit Co. includes in certain packages of its products an interesting set of fairy tales and paint books for children. This company also makes extensive use of single sheet inserts illustrating "Sunshine" biscuits and presenting appropriate recipes for use in connection with them. Royal Baking Powder Co. includes in its package a die-cut insert that illustrates on one side an attractive cake, and on the other details a complete recipe for the making of this cake.

Among food specialties a number of various types of inserts are to be found. The Knox Gelatine Co. makes use of its recipe slip to offer a more complete recipe book while the Genesee Pure Food Co., who manufactures Jell-O, takes advantage of the opportunity to build good will and sales by inserting a series of nursery rhymes, fables and stories about the "Jell-O Girl." On the back of each insert is a reproduction of a dainty appetizing dessert in actual colors printed in four-color process.

Incidently, it is of interest to know in connection with the packaging of the latter product, as well as many others mentioned in this article, that such inserts are placed automatically in the containers by the same machines that are used for packaging work.

The Ralston Purina Co. and the Hecker H—O Co., on single sheet inserts, suggest ways of using their products. The Hills Bros. Co. guarantee slip also carries tempting recipes and the "Dromedary Date" insert is perforated with the date of packing and the packer's number, thereby placing a definite responsibility on that individual.

THE Minute Tapioca Co. has developed an insert plan which should interest manufacturers selling to retail dealers in small unit cases. The first insert found on opening the case contains a statement that creates good will with dealers as it includes a check number that makes it pos-

*The package inserts shown are among those used by the Pompeian Laboratories to produce inquiries and new business. Their booklet of 8 pages, actual size 2¼ in. x 8 in., just fits the carton and folds around the jar. Inside pages of this contain a description of each product and a coupon order blank. With each product is included in an envelope a sample of another product for trial.*

sible to trace any cause of trouble if the goods are returned. The second insert is twice the size of the first and is folded once. Opened, it becomes a window sticker, announcing a new supply of the product.

Soap manufacturers make extensive use of inserts. The Packer Manufacturing Co., for instance, inserts a printed booket calling attention to additional uses for Packer's Tar Soap and giving complete instructions for its uses for various purposes. This is a 16-page booklet printed in two colors. The back inside cover carries a coupon order blank offering full and trial size packages of the company's products. An example of another type of insert used by this company is a mailing card which asks a number of questions concerning customer use of the product. The returns from such questionnaires can furnish valuable data for sales development.

A post card used by the Kolynos Co. requests names of friends to

Burns~Cuts
Frostbite~Windburn
The housekeeper's friend
And in the Winter—
Unguentine
NORWICH
Podaphen Pills
NORWICH
Milk of Magnesia
NORWICH
Nor-Co-Hol
Here's a box full of profit for you
Unguentine —quick!
Talk Unguentine and its uses—it pa
Put every new box on the counter
Be Prepared! Buy a Tube NOW!
Price 50¢
For any skin injury or irritation. Stops the pain ~ ~ prevents infection ~ ~ heals quickly ~ seldom leaves a scar
Norwich
A TRUSTED NAME ON PHARMACEUTICAL PREPARATIONS

*This Unguentine material shows how thoroughly package and case inserts may tell a selling story. Tubes are packed in an attractive box in which is placed a concise message on the desirability of giving it counter space to tie up with national advertising. In each single tube are two inserts, one giving instructions for the use of Unguentine and the other describing other products of the company.*

whom samples of dental cream will be sent, and this same practice is followed by the Armand Co. in distributing cold cream powder. The latter company also uses coupons for an introductory offer and secures additional sales for its week-end package by suggesting it as a delightful gift. The Odorono Co. wanted to give customers more information about its product than was possible on the label. The Odorono bottle is of small size and is not sold at retail in a carton, but by using thin paper it is possible to use a folder which measures, open flat, $10^1/_2$ in. x $2^7/_8$ in., and folded for attaching to the bottle measures only $^5/_8$ in. x $1^1/_2$ in. A cord and special clip hold the folded insert firmly in position. There is ample room for descriptions, a showing of the other products of the company and an order blank for the convenience of those who wish to order direct. Northam Warren Co. use a coupon which offers a trial-size bottle of a new product. Another insert

used by this same company combines instructions with a showing of Cutex products, and a miniature letter concentrates attention on their desirability.

The Brown & Sharpe Manufacturing Co. booklet insert makes use of illustrations to show how to handle clippers. Makers of Le Page's Glue obtain a greater distribution of their "Craft Book" by means of a special offer coupon on inserts placed in packages of their products. A series of booklet inserts are printed in two colors and attractively present the story of many products for the Dennison Manufacturing Co. With some products these inserts are enclosed and in other cases merely slipped under the paper band.

IN every group of industry which concerns itself with the use of packages, there is an opportunity for increased sales in the proper utilization of the package insert. So much so that the latter has come to be regarded as almost an integral part of the package itself. From the examples quoted it will be seen that there are possibilities for a variety of uses and the progressive manufacturer of packaged merchandise is offered a wide selection, limited only by the type of messages which he wishes to convey to the customer.

## The Need for Packaged Ice Cream*

IN these days when practically every commodity is being sold in some standard package form, it is rather unreasonable to suppose that ice cream should not be sold to the carry-home customer in brick package form. There is only a small portion of such commodities, as raisins, spices, cereals, coffee, and any number of similar articles, that are not at present sold in a standard dust- and contamination-proof package.

Packaged ice cream with its ability to show real profit eliminates labor, and at the same time offers a sanitary appeal to the public that all packaged foods offer.

* Abstract from an address given by E. F. Kruse, Brenham Creamery Co., before The Texas Association.

# Florentine Art in Packaging

### Imported Papeterie Covering Provides Medieval Setting for Fine Italian Stationery—Covered Box Possesses Utility and Beauty

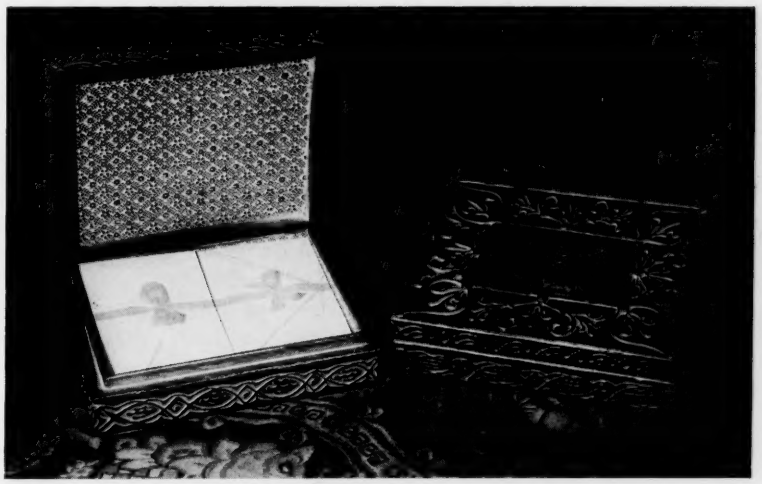
*By HARRISON ELLIOTT*

*Japan Paper Co.*

Almost artistic form of packaging is exemplified in a recently imported Italian papeterie. This beautiful bit of Florentine art in box making serves as a permanent receptacle for handmade Italian writing paper of the highest quality.

The basic material of the box is wood, substantially wrought and intended as an ornamental and serviceable protection for the contents. In general appearance it suggests a jewel-case or, perhaps, a small treasure chest of antique gold with a classical raised design. Lined with an Italian hand-blocked paper, one of the historic Remondini patterns, it affords a charming setting for the neatly packeted sheets and envelopes. The stationery is an interesting product of an Italian paper mill which has been in continuous operation since the founding of the industry in Italy in the middle of the 13th Century. This paper is made on a hand-mould modeled after the earliest moulds used in the fabrication of paper when papermaking was a new art in Italy.

The picturesque crudity of the ancient paper is faithfully reproduced today by craftsmen whose skill is a heritage. This traditional quality in stationery demands the sumptuous and appropriate setting the Florentine box affords. The box cover is in two styles—a graceful all-over design in relief, with a touch of color, on an antique gold ground, or illuminated with a paneled miniature reproduction of an early Italian painting in soft tones to harmonize with the old gold finish of the box.



*An exquisite package setting for imported paper*

As a container the box possesses both utility and beauty. Designed as a convenient and lasting writing accessory, it has a decorative richness in keeping with the finest appointments of the writing desk. From the standpoint of display there is a rich unity of effect and harmony of container and contents which imparts a distinguished note of Old World charm with an exquisite fitness to purpose.

Furthermore the container represents a splendid example of high grade box making that can well be followed by others who are interested in producing unusual boxes.

## Progression or Retrogression

TO many, as Walter Bagehot once said, the pain of a new idea is always upsetting. "It makes you think that, after all, your favorite notions may be wrong, your firmest beliefs ill-founded; it is certain that till now there was no place allotted in your mind to the new and startling inhabitant; and now that it has conquered an entrance, you do not at once see which of your old ideas it will not turn out, with which of them it can be reconciled, and with which it is an essential enmity."

One of the handicaps which the manufacturer of packaged merchandise has to overcome in adopting a new idea in the redesign of his established packages is a hesitancy to disturb that which has, through years of service, become familiar to purchasers. He views such a change from two angles: what will the public think, and what do I think?

Bear in mind, now, that these packages which are to undergo a change in physical appearance have been accepted; the quality of their contents is known, considerable expense has been incurred in establishing them in the minds of the public. A change in the package may mean a loss of old customers and a period of lean sales before the new buyers acquire a preference for the merchandise so packaged. It is logical, therefore, that the producer ask himself certain questions regarding the acceptance of his new package. Will the public believe in the new package? Does it express the same confidence in quality as that carried by the old container? Can I continue to successfully compete with others who are manufacturing and selling a similar line of packaged goods? There are other questions no doubt, but these indicate a few of the mental hurdles which the average user of packages must meet and overcome, to his satisfaction at least, before considering a change. And these refer to the attitude of the public, or the manufacturer's interpretation of its opinion.

It is probably just as difficult, if not more so, to overcome his personal feelings for they are, like as not, unconscious ones. It has been remarked that the world is made up of two classes: those who like to see themselves in print and those who don't. Arguments to the contrary notwithstanding, we take the attitude that the average user of packages falls in the former category insofar as his package is, in effect, a reflection of his personality in his business. Obviously, to change that personality is a difficult thing. One does not precipitantly break down traditions. Therefore, to see himself in changed garments is perhaps something of a shock.

Within the limits imposed by what may be regarded as justifiable expenditures, one does not hesitate to adopt more efficient methods of production, replacement of equipment and the use of more adequate materials in the manufacture of a product. Nor does sentiment play a very large part in the retention of obsolete devices, excepting perhaps for exhibition purposes. But yet how frequently do we find that the methods used in the merchandising or distribution of goods are deserving of a place in the museum of antiques! And so with many packages, which are universally accepted as a method of distribution or merchandising.

There are examples without number of changes that have been made in the design of packages. In some we see a complete reversal of the plan originally followed; in others, certain characteristics of the old are held to, while a third group shows but slight changes. All, so far as we have been able to determine, have shown no recession as reflected in sales of the merchandise. Each change was made, following an urge or a need for greater distribution, and resulted in a more acceptable package.

Selection of color, shape and the general plan of decoration frequently can be determined from tests previously made or designed to fit the particular case, and there are also a number of sources from which excellent service of various types can be obtained. Progressive manufacturers of packaged merchandise are not overlooking an opportunity to improve and increase the selling ability of their packages. There are many others who, once they break down the traditions that tie them to the obsolete and ineffective, can unquestionably benefit by the acceptance of modern ideas of merchandising, as exemplified in up-to-date package design. There is a clear-cut line between progression and retrogression in packaging work.

## Effective Upkeep of Equipment

"THERE is no plant in existence that 'tomorrow' is up to date. Somewhere within its confines an improvement may be made. . . . ." So writes "Aide-de-Camp" in the April issue of this publication. There is food for thought in the statement, for it is particularly true in the packaging industry where advances are evident at every turn.

We hear much of high speed equipment—machines that are geared to meet production schedules established by departments which precede packaging activities; likewise of plants where speed is a secondary consideration, due to certain conditions that make it inadvisable. In every case, the manufacturer of packaged merchandise sets his pace to conform to his requirements and his pocketbook. But in both instances, economy of operation lies, or should lie, in the continual upkeep and improvement of the equipment in use.

How frequently we hear the statement, "This machine paid for itself in a year" or a similar expression. This may mean that the saving effected is the result of a

change from manual or semi-automatic methods, a replacement of equipment whereby costs were reduced or the installation of a strengthening link in the chain whereby the flow of production is increased or made more efficient. It is not always we learn of other savings, however, of economies effected through changes in existing machinery for it is seldom that any mention is made of them.

We recently visited what we regard as one of the most up-to-date packaging plants in this part of the country. And our enthusiasm reached even greater bounds after an interview with the plant manager, during which we learned something about their method of operation and upkeep. It is not sufficient to them that a machine or device in their plant meets certain standards as to performance previous to its purchase. It must synchronize at all times with all of the other equipment in use. To do this the company has exercised an ingenuity that would do credit to a concern who is solely in the business of producing machinery. A complete machine shop and skilled mechanics make this possible, and although some of the changes are slight and would perhaps fail to attract attention, nothing is overlooked to assure the efficient operation of equipment.

This is in no way a reflection on the manufacturers of such equipment. As a matter of fact, in every case where modifications and additions have been made the manufacturers have been advised. The plan simply represents a time-saving and logical means of making the most of specific conditions in a given plant. Upkeep of equipment is always necessary to a greater or less degree, and the men so employed can make more effective use of their time if they are interested in something beyond mere routine.

Such cooperation cannot fail to react to the benefit of producers of packaged merchandise and manufacturers of packaging equipment. Always where buyer and seller sit around the table and discuss their mutual problems, there is a beneficial result.

## Feminine Appeal in Color

WE were somewhat concerned at learning that one man in every twenty is color blind to red and green, which combination, be it understood, biologically constitutes what is known as the third stage or color sense. Women, on the other hand, are said to possess a much higher proportion of color sense for only about one in a million is afflicted with color blindness. Such a comparison may offer a sufficient explanation as to why women, generally speaking mind you, are regarded as better judges of decorative designs. But there has been in later years a decided swing in male preference for colors—for bright colors. We see it evidenced particularly in articles of wearing apparel, in automobiles and in other commodities which, while reflecting a certain influence of the fairer sex in the purchase thereof, nevertheless indicates a masculine urge to keep up with the procession that dictates color in everything. It may be that nineteen out of the theoretical twenty are seeking an expression as to their prowess in color selection.

If we consider certain lines of merchandise in which competition between packages is most keen, we find that a greater proportion of these is purchased by women. For example: foodstuffs, toilet requisites and confectionery, although the latter is perhaps open to question. In all of these the dominating motive is color, for logically enough it is that which secures the first attention given to a package. "Every colored package," writes Richard B. Franken in a recent issue of *Printers' Ink Monthly*, "influences and is influenced by every other colored package by virtue of its contrast effect. . . . . The duration and degree of attention that a package gets depends to a large extent upon the contrast of the packages that surround it. Colors, if they are used harmoniously, attract the eye and hold it as well. Colors, if not properly employed, fail to hold the eye and may actually repel it." That color, or combination of colors, which is most pleasing to the feminine eye has therefore a better opportunity of producing a sale, all things being equal.

## The Best Packaging Material

CAUTION should always be exercised in the use of superlatives. To say a product is "best," or to designate it by any one of a number of qualifying adverbs which indicate its superior quality is, or should be, subject to a consideration of all the factors involved. This rule, we believe, applies particularly to packaging materials.

We note in a recent issue of a contemporary publication a strong claim for paper. "Where can there be found a better material for the packaging (or packing) of different goods?" It is absurd, of course, to deny the fact that in the packaging industry the use of paper in its various forms has extended rapidly—the end is not yet in sight. There is no question but that paper offers advantages that are not to be obtained through the use of other packaging materials, such as wood, glass or metal.

However, in packaging work it must be recognized that the material used for containers is secondary to the product that is to be packaged. That is to say, the selection of packaging materials is generally made with due account taken of the product. We have seen changes from one material to another in the packaging of the same product; cost and merchandising factors have played a prominent part in the selection of materials, and logical arguments for and against all types of containers continue to be presented by salesmen.

The producer of packaged merchandise, therefore, in making his choice of packaging materials selects those which are most favorable to him, or should logically do so. In many instances he employs not only paper but wood, metal, glass and other kinds of material. Each is, or should be, the "best" for its particular purpose and becomes so because of certain inherent qualities of the product that is packaged.

# Cereal in a Large Package

## Albers Bros. Milling Co. Tight Wrapping Product in Cartons of Unusual Size—Automatic Methods Used in Filling and Placing of Premiums in Containers

CARNATION Wheat Flakes were first put on the market in 1902 by the Pacific Cereal Association. This is a product made from a special variety of wheat which is grown only in the state of California. The reason Sonora wheat, as it is called, is used for this particular cereal is due to the fact that it has a higher sugar content than any other variety of wheat. The wheat after being properly cleaned and graded is pearled; that is to say, the rough outer husk is removed. This does not mean that the bran is removed but only that a perfect cleaning of the wheat is assured.

*The packages used for Carnation Wheat Flakes*

This commodity was originally packed in a two-pound square package, not wrapped. Later on the company decided to pack a family size package with premium crockery consisting of cups and saucers, plates and mush bowls. The sale has been confined to the Pacific Coast states. In 1912 the Albers Bros. Milling Co. took over the Pacific Cereal Association but continued the manufacture of Carnation Wheat Flakes. These have since been packed in round tubes, 1 lb. 4 oz., and in family size tubes, 2 lb. 8 oz. Besides these the company is also packing a large size premium package which contains cups and saucers, plates and mush bowls. It was found that the round tube was not adaptable to packing premiums, and for that reason it was necessary to make use of the square package. For several years the wheat flakes were packed in a carton without being wrapped, but in the last few years the company has been wrapping the square as well as the round packages.

The set of machines which were used for the unwrapped square packages consisted of a bottom sealer, weigher and filler and top sealer, one of the outstanding features of this set being that it handled a carton of unusual size. Revolving shelves near the weighing machine deposited the crockery premiums in each package. On these units the cartons were squared, bottoms sealed, the material filled into the sealed carton and the tops tight sealed, the packages being delivered ready for placing in the shipping container at the rate of 30 per minute.

The machine now used for filling packages is especially designed for handling flaked materials such as rolled oats. The operation is as follows: A conveyor belt at the bottom of the machine is timed with the scale and is controlled by a stop and start clutch so that when the cartons are put on the conveyor at the receiving end, it delivers three empty containers underneath the discharge spout, and the belt immediately stops long enough to receive the weighed material. As soon as the material has been deposited in the containers, the conveyor starts and takes the three filled containers away from the discharge spout, allowing three more empty containers to come to the filling position.

The main part of the machine containing the scales is mounted directly over the conveyor belt and hoppers at the top of the machine connected with the spouting in the mill. Three heads are mounted on each side of the frame of the machine, the spouting leads directly to these heads and the material is fed into the scale

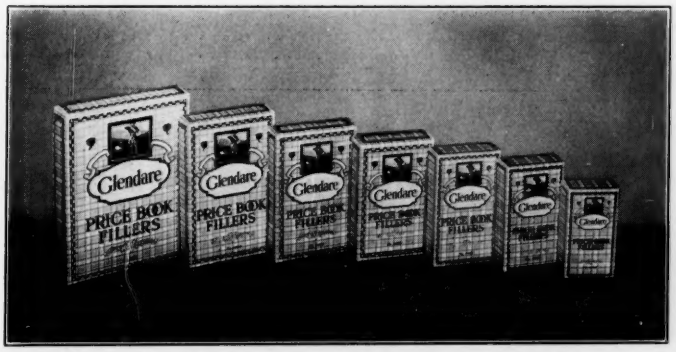
*Bottom sealer, weigher and filler and top sealer for unwrapped packages. Note revolving shelves near weighing machine for depositing crockery premiums in each package.*

# "Open, Sesame!"

***A Properly Designed Package will Open the Door to Increased Sales and Quick Turnover.***

IN REAL life there is no such thing as magic. What we call magic is not so much "hocus-pocus" as it is "know how."

It's especially true with packages.




*Even the prosaic price book filler now enjoys attractive dress. Sutherland produced for K. V. P.*

You are often attracted by a package that seems to possess an almost supernatural ability to hold your attention and make you want its contents. Perhaps you think, "Why can't we hit upon a package design that has a 'pull' like this one has?"—almost believing that a successful package design is the result of chance or magic.

If you were to trace the design to its origin, you would undoubtedly find that its creator is no magician, but a sane, practical type with a highly developed sense of what constitutes good design in packages.

You will find that he is not only an artist in the common sense of the word, but that he has studied his subject from the practical side—has learned the effect of numerous color and form devices on the average man or woman from the merchandising standpoint.

There are several package designers at the plant of the Sutherland Paper Company in Kalamazoo, Michigan, who are skillful and practical men. They have to their credit a goodly number of package designs that are eminently successful, several of which are illustrated here. They know the "Open Sesame" to the prospect's purse.

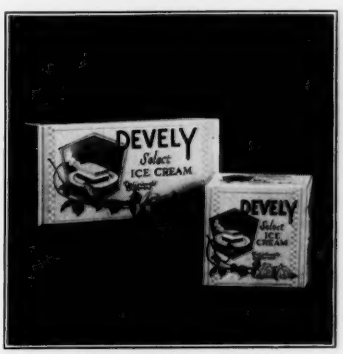
Here, under six acres of roofs, is supervised the complete process of carton manufacture. Sutherlands not only design, print, cut, score, glue and paraffine various containers, but also manufacture their own high grade carton board. The responsibility for Sutherland quality rests entirely within its own organization. There are obvious savings in production costs through such control and these are passed on to the customer.

Any user of cartons in large or small quantities who is interested in an improved design for his package or who, feeling satisfied with his present design, wants first class manufacture on his next lot, is invited to communicate with the Sutherland Paper Company. An inquiry directed to them will, of course, incur no obligation.

SUTHERLAND PAPER CO. KALAMAZOO MICH

Vegetable Salad Dressing and Sandwich Spread
tasty combination of vegetables and flavored in a way that you will enjoy

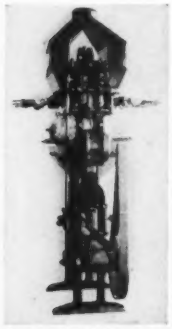
*This Sutherland-made display carton focuses attention on the product and makes 'em want it.*




*Though the life of the Ice Cream C de short, suggestive design pays bi dividnds.*

(*Advertisement*)

receptacles. When the scale receptacles have received the correct weight the flow of material is automatically shut off.



*Automatic filling machine at plant of Albers Bros. Milling Company*

The three buckets on one side are filling at one time and as soon as these have received the right amount, the bucket discharge doors are automatically opened and the material discharged into a three-way hopper below. While this has been taking place, the other three scales on the opposite side are weighing out another batch of material. The period of time which elapses while this last weighing is taking place is utilized to flow the material first weighed into the cartons in position on the conveyor belt. This is accomplished by plungers mounted in such a way that as soon as the discharge takes place from one set of scales, the plungers force the material into the cartons below the discharge spout, pressing the material to enable the cover to be put on.

Albers Bros. Milling Co. is automatically tight wrapping one of the largest, if not the largest, package which has ever been tight wrapped, either by hand or machine. The package measures approximately $9^{7}/_{8}$ in. x 7 in. x $4^{1}/_{8}$ in., and in addition to the product contained includes a piece of chinaware, as already mentioned. The machine used for this work—a standard model with some alterations made for the larger size of package, as it is over the maximum limits of the standard machine—does away with a number of girls, who were formerly used for hand wrapping, besides producing a package that is tighter than the hand wrapped one.

## TRADE CATALOGS

Filling Machines: Bruno Manufacturing Co., 59 Terrace, Buffalo, N. Y., have issued bulletins illustrating the Bruno Improved Universal E-Z Kleen can filling machine and the Bruno No-Drip portable vacuum filling machine. The former is designed for filling any size or style of container with liquids such as syrup, olive oil, liquid soap, etc. The latter is designed for filling any size or style of bottle including glass sprinkler-top bottles and spout-top cans.

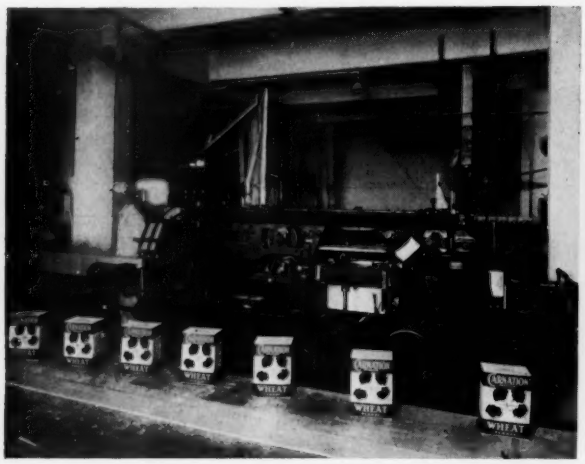
Packing Supplies: Consolidated Steel Strapping Co., Chicago, Ill., issue their catalog No. 14, "Packing Reinforcement Supplies." This illustrates and details equipment and materials used in the "Signode" system of steel strapping and other methods promoted by that company.

Stapling Devices: Acme Staple Co., Camden, N. J., issue a 20-page booklet, illustrating and describing their line of staples, binders and tackers. The company is equipped to make some 225 different sizes and styles of staples, from tinned steel, tinned brass, blued steel, yellow brass, copper, hard bronze and monel wires.

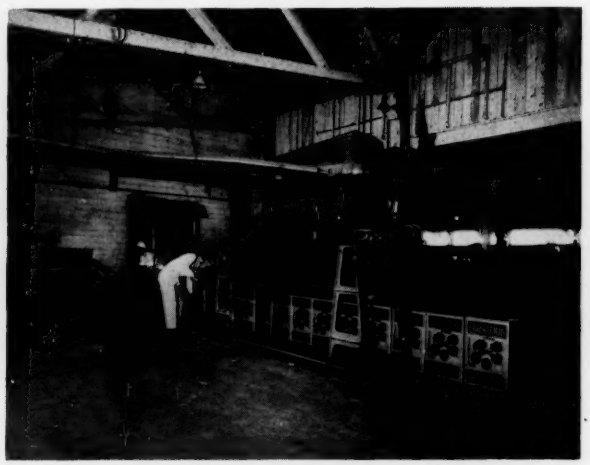
Decorative Material: The Champion Coated Paper Co., Hamilton, Ohio, issue a 128-page book, "The Champion Book of Decorative Material," which illustrates and gives prices on a number of borders, braces, flowers, head bands, tail pieces, initials, etc. Most of these have been designed by Guido and Lawrence Rosa, W. P. Schoonmaker and George F. Trenholm. In all 427 original designs are shown.

Parchment Papers: West Carrollton Parchment Co., West Carrollton, Ohio, manufacturers of genuine vegetable parchment, have issued a loose-leaf selling price list including general information, sizes and prices on sheet parchment, butter wrappers, ice cream brick wrappers, ice cream can tops or flavor labels, milk can tops, poultry head wrappers, linings, roll parchment, etc.

*(Continued on page 62)*




*Machine for tight wrapping largest Carnation package*



*Sealing shipping cases containing individual packages*

# Window Displays That Create Sales

*The Third of a Series of Talks on Window Displays*

HOW many Window Displays actually do create sales—actually put a thought into the minds of passersby? In this article it will be shown why the White & Wyckoff display pictured in the April issue of MODERN PACKAGING—page 45—does this job.

First, there is *Attention Value*. The huge envelope with the charming girl rising from within is unusual and dramatic, and is bound to catch the eye.

Next, the *Name* and *Trade Mark* occupy a prominent position and part of the *Product*, an envelope, is shown. Where the line of merchandise is so varied as in the stationery business, it is impossible to show every grade and style of paper. The result is that you have to depend on the window display to sell a general idea which will move the public to the point of looking over the line. This is discussed in the *Appeal* and *Sales Suggestion*.

*Appeal* is the third point to consider. In this case, as in a great many good displays, the *Appeal* and the *Attention Value* are one—the *Dramatic Effect* and charm of the pretty girl. The Pretty Girl is a vehicle employed all too frequently without any particular point to it, but in this display the point is very definite.

**An analysis of this display will appear in the next issue.**

The *Sales Suggestion is* this point. The fact that White & Wyckoff's Distinctive Stationery "Carries a Charming Impression of You" is the whole idea and a charming girl must be employed to carry the point. This display is designed to sell White & Wyckoff's Stationery in particular and not writing as an institution. The story is told at a glance and that, after all, is the secret of a good display.

The W. F. Powers Company is inviting your opinion of these displays. Someone said that we were doing a dangerous thing in inviting criticism but we are looking for opinions. Let us have yours.

The W. F. Powers Company, Creative Color Lithographers, 30 Ferry Street, New York City. Members of Window Display Advertising Association.

(*Advertisement*)

# Manufacturing Management as Applied to Packaging—V

## Continued Improvement in Quality and Appeal of Containers Decreases Sales Resistance and Increases Distribution of Packaged Merchandise—Inspection Should Not Be Confined to Finished Stock But Should Include Materials Used

*By FRANK C. CHASE*
*E. R. Squibb & Sons*

RECOGNITION of the following law is essential to progress in the merchandising of packaged commodities. It is necessary only to picture the successful lines of cosmetics, toilet preparations, household products and other common examples of packaged merchandise to realize the progress which has been made within the past decade.

### LAWS OF QUALITY CONTROL AND INSPECTION

*"The quality of manufactured goods is a variable with an upward trend under conditions of competitive manufacture."*

Manufacturers who have failed to take proper cognizance of the necessity for continual improvement of inherent quality or in appeal have been left behind still wondering what happened.

Tastes change. Fads appear and are gone. Better-looking packages make their bow upon the stage. Elements of appeal such as convenience, serviceability, beauty, utility and a score of others are constantly being bettered. Those who are able to maintain progress in these respects continue to enjoy good sales, provided there exists an inherent or essential value.

After all, there is really little excuse for even the small manufacturer to disregard the law. He buys, or can buy, his containers from large producing, reputable manufacturers who have their own department—as a part of their service—which is continually at work on design of container material.

The commodity packaged no doubt can stand improvement in many cases. There is no such condition as perfection in the product manufactured. Perfection is usually the goal, and like most goals is something which recedes as it is approached. Today's automobile would have been considered perfection twenty years ago. Now it is recognized as only a step in the approach. So with packaged commodities, there has always been a trend upward in quality. Unfortunate is the manufacturer who does not avail himself of every economical means to operate with the trend.

*"Control of quality increases output of salable goods, decreases costs of production and distribution and makes economic mass production possible."*

Alford gives three advantages which can result from control of quality. Before discussing these advantages we should consider that control of quality does not mean the mere establishment of a definite degree of excellence, but rather that whatever conditions have been established as desirable, should be maintained by the manufacturing departments; to be changed neither downward nor upward unless those responsible for sales feel that a change can increase profits not only immediately but permanently.

It is stated that control of quality increases output of salable goods. Packages of fluctuating quality offer sales resistance, cause a loss of customers, create returned goods with accompanying decrease in net sales and exert demoralizing effects on sales and manufacture.

It is reasonable to assume also that uniform quality presupposes uniform practice and procedure in manufacture which inevitably creates lower production costs due to constant repetition of work elements which proceed faster when always identical. Maintenance of quality, therefore, makes possible the utilization of mass production methods on packaged merchandise with their attendant economies.

But all these considerations presuppose proper inspection. Alford states that the inspection function should be divorced from production.

*"The inspection function in manufacturing (measuring and judging production) for highest efficiency must be independent of but coordinate with the functions of engineering production and sales."*

There is no greater evidence of the necessity for this than in packaging.

The production man is concerned primarily with maximum output at minimum costs and this should be his major concern. Without this inclination no production man is equipped for that sort of work. It is human nature, however, since this is his essential concern to overlook unconsciously the possibility of decrease in quality which might result from overrapid conduct of the work.

It is essential, therefore, that his zeal for output at low cost be tempered by the influence of someone whose sole duty is to see that quality is controlled. The inspector should not be concerned with either output or costs. He should be held responsible for releasing to stock or for filling customers' orders with such merchandise only as meets a predetermined standard. With two separate functions, established independently, quality can usually be controlled. The production man cannot ignore

# PROVE

## ITS SUPERIORITY FOR YOURSELF—

THERE is only one sure way to judge and *prove* any container end stitcher: Test it in your own plant—in your own way—under your conditions. Compare its work with that of other wirestitching machines.

Monitor Container End Stitcher's superiority is built on comparison and we invite a comparison of the latest model Monitor with any container end stitcher built, regardless of make, type or price.

We are satisfied to have you base your decision on comparative stitching ability, simplicity, ease of operation and ruggedness.

The Monitor requires but 4 ft. of space. Cost of stitching is exceedingly low. One operator can handle up to 3000 cartons daily. Any firm using fibre or corrugated boxes can profitably consider the advantages of sealing with Monitor Container End Stitchers.

Again we say—make a comparative test and prove Monitor superiority for yourself.

LATHAM MACHINERY CO.

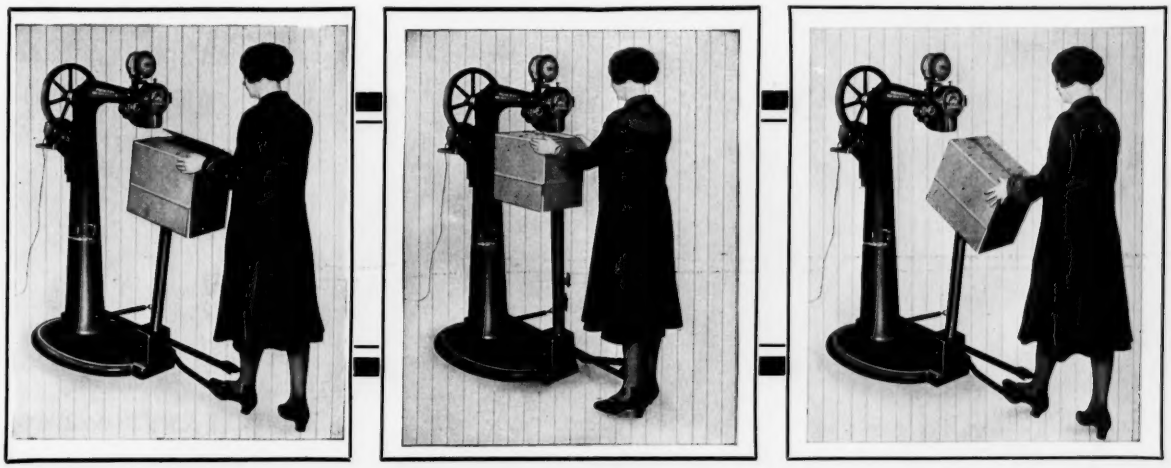
*Builders of Wire Stitchers for Over 35 Years*

**1153 Fulton Street, CHICAGO**

NEW YORK
461—8th Avenue

PHILADELPHIA
The Bourse

BOSTON
531 Atlantic Avenue



quality since to do so may mean rejection by the inspector and a loss in rejected packages which cannot readily be explained away to the management.

WHILE it appears sound that the function of inspection be entirely separate from that of production in the organization, it is nevertheless true that an inspector be well acquainted with packaging operations. Rejections may occur on account of unanticipated manufacturing difficulties rather than because the producing department has made haste at the expense of quality. If such be the case it is often to the advantage of the factory to have as inspectors those who can see some connection between decreased quality and possible manufacturing operations. In other words it is advantageous to be able to inform the producing foreman not only why the rejection has occurred, but also what might possibly be done to eliminate recurrences. The inspector then becomes not only a check against the manufacture of inferior packaged goods, but also performs a creative function in offering suggestions which may be of use to the production man who is so occupied with output that he sometimes cannot "see the forest for the trees."

Inspection should not be confined to the finished package, but should include the container and other raw material used in the manufacture. If this is not done, rejection of the finished merchandise involves loss of labor and overhead which could have been prevented through an inspection and rejection of undesirable containers which could have been refused provided definite specifications had been issued to the vendor. In other words inspection should begin at the beginning, literally.

VENDORS of packaging material are human and make mistakes like any one else. Their finished stock inspection may be at times unsatisfactory. For the manufacturer of packaged merchandise, it is raw material. Hence there is every reason to provide inspection so that possible mistakes by the vendor can be caught prior to acceptance of the vendors' containers.

Often an inspector will see that specifications upon which he bases his decision to pass or reject are unreasonable. If he is somewhat acquainted with manufacture and sales policy, he can see from constant examination that specifications warrant changing, from the standpoint of economy in buying, manufacturing or selling.

In other words the package inspector should not be considered someone unqualified for a "good job," but should on the contrary be a trained man, one with creative ideas, and yet with the one essential function—namely, that of controlling quality.

So long as he is impressed with the necessity for maintaining established quality, losses from returned goods, waste, spoilage, dissatisfied customers and lost accounts are kept at a minimum. Production and distribution costs decrease perceptibly and smoothness of operation is augmented by the tempering influence of the conscientious inspector. He represents the governor which regulates the maximum speed of production compatible with quality; the factor which emphasizes throughout the organization the necessity of supplying the public with uniform quality.

## What about Advertising?

*A Book Review*

BOOK titles, in themselves, are often intriguing and not infrequently cause the reader to wonder at their selection. When our attention was first called to the book "What about Advertising?" by Kenneth M. Goode and Harford Powel, Jr. (published by Harper & Brothers, New York), we, unconsciously or otherwise, said, "Well, what about it?" and assumed that we could expect a generous sprinkling of platitudes, arguments and other material calculated to sell the idea suggested. Not that we are unenthusiastic about advertising; quite the contrary.

While much has been written about advertising, by advertising men, as well as those incompetent to discuss the subject, there are few books that suggest practical and constructive principles that can be accepted by the advertiser or prospective advertiser. Messrs. Goode and Powel, however, not only tell why advertising is done but how it is done, and do so in a manner which is thoroughly entertaining, instructive and convincing.

It is a relief to read a book of this sort which points out weaknesses in a constructive way — much of its strength lies therein. Best of all, the part which human nature plays in advertising is brought out. We learn that "Advertising practically never creates new desires. The best it can do is to arouse old desires in new ways. Man's only primitive desires were food, shelter, comfort, pleasure. Civilized man has jazzed them all but added nothing worth mentioning. An advertiser's only real problem, therefore, is how to rid himself of whatever complications come between his product and the direct satisfaction of some fundamental human desire."

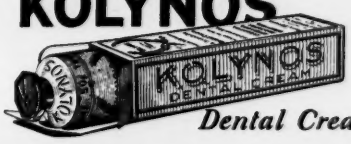
"Now It Can Be Told" might well be the title of this book. For we have heard much of the adverse in regard to advertising and a great deal that, supposedly favorable, has not helped. When one has thoroughly read the book—and, indeed, once started there can be no mere scanning of chapters—he gains a better appreciation of the real work advertising is doing and what it can accomplish.

D. E. A. CHARLTON.

## Sales Value in Containers

THE sales importance of the container, its utility advantages and appearance value are stressed in an attractive book of 40 pages entitled, "The Sales Value of the Container," issued by the Passaic Metal Ware Co., Passaic, N. J. The book is substantially bound and is illustrated with a number of color plates which show containers selected from many different styles and kinds of cans made by the company. These serve to supplement the text material which is well arranged and adequately covers the general and specific advantages of this type of packages.

**E. D. ANDERSON,** Inc.
**Automatic**
**Labor Saving Machinery**
**11 Park Place, New York**

**KOLYNOS**


*Dental Cream*

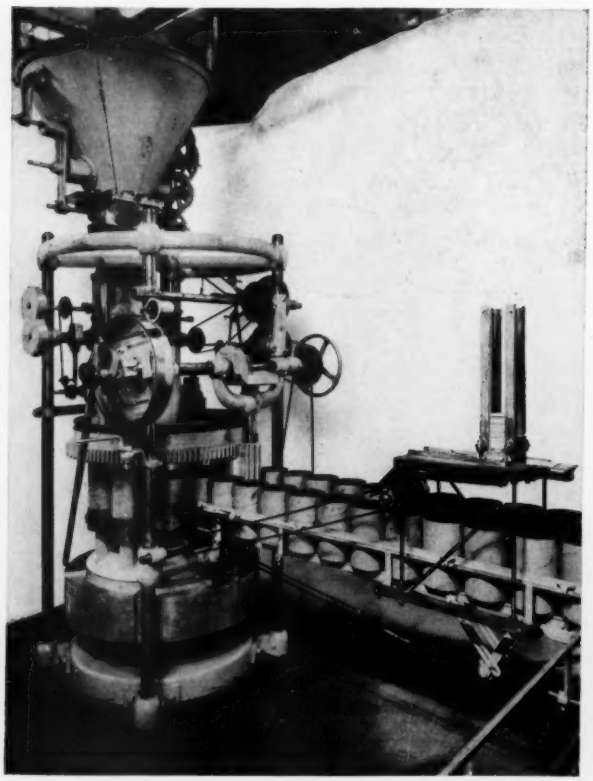
## Paper Can Equipment

THE filling machine for use on paper cans, shown at the left of the accompanying illustrations, is said to be capable of filling 150 cans per minute and giving 98 per cent perfect weight with less than two pounds spillage per day. This particular machine is in successful operation at the plant of the Kenton Baking Powder Co., Cincinnati, Ohio, and a number of others of the same type are in use by companies elsewhere.

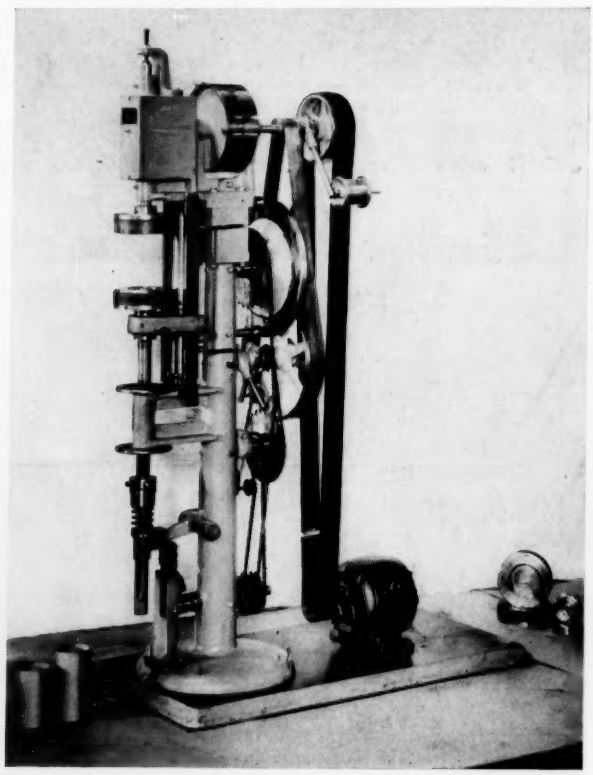
The machine is dustless and can be handled by two operators. It may be slowed down to 10 cans per minute or speeded up to a maximum capacity of 150 cans and is designed to handle baking powders, talcum and soap powders, cleansers, salt, pepper, spices, coffees, teas, sugar etc., in fact any granular material or powder, and paste fillers.

The can necking-in machine shown at the right necks in both ends of a paper can, either spiral wound or convolute, so that the can, including caps, presents a perfect line, thus preparing the can for a dry label and at the same time greatly improving the package. The machine takes a range of sizes from $1^1/_2$ in. to 6 in. in diameter and $2^1/_2$ in. to 12 in. in length. Changes can be made from one size to another in five minutes and it operates on tin or paper.

Both of the machines shown are manufactured by the C. T. Small Manufacturing Co., Inc., 1204 Ferguson Ave., St. Louis, Mo.



*Filling machine for use on paper cans*

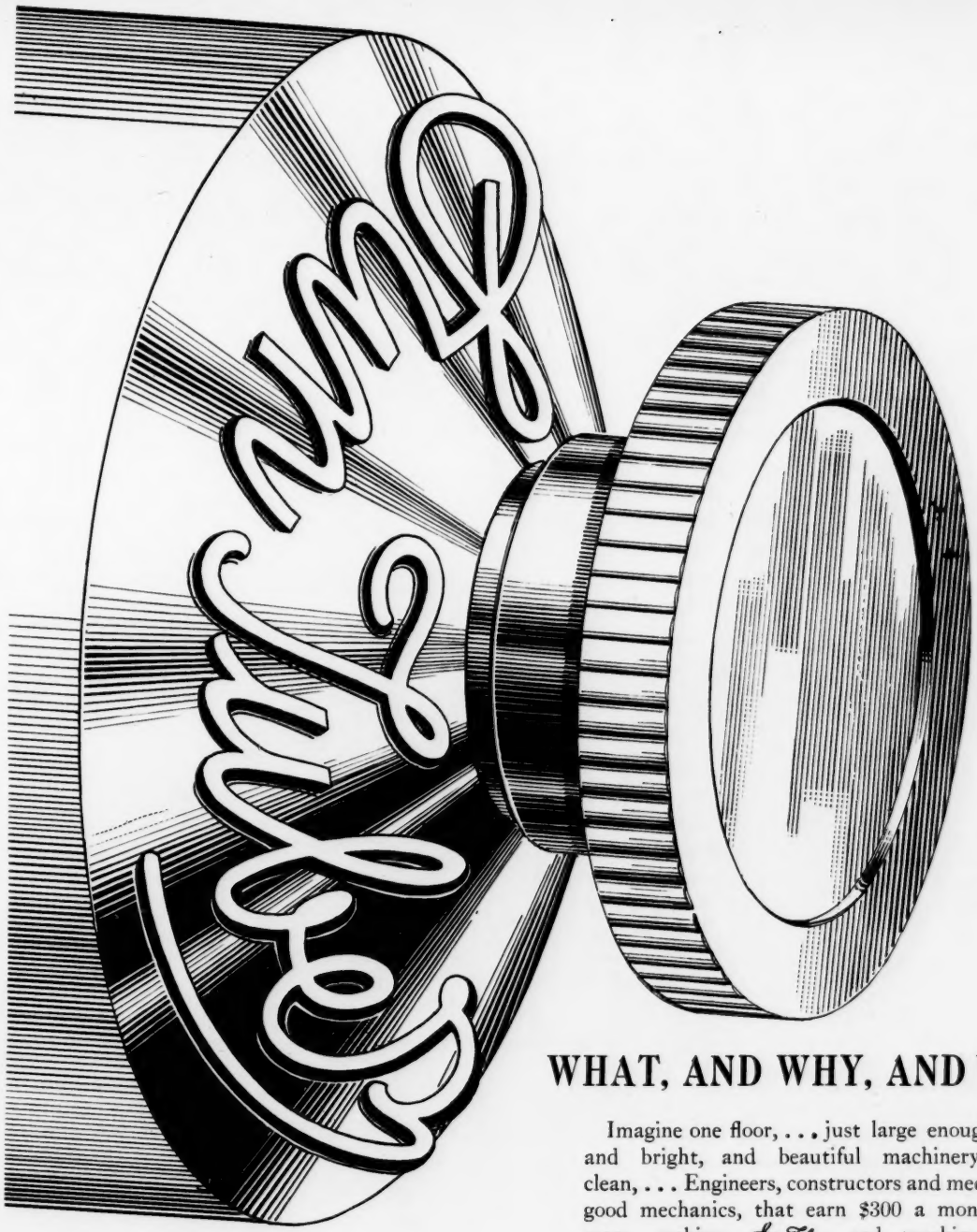


*Necking-in machine for use an paper cans*

## Filling Machine for Powdered and Granular Materials

MANUFACTURERS of granular and powdered materials, particularly where material is of an effervescent character, will be glad to know that an automatic filling machine has been developed that, it is claimed, will handle this type of material satisfactorily.

An illustration of the machine is shown. The machine will handle either round or rectangular bottles




HILLSIDE, N. J.

# WHAT, AND WHY, AND WHEN

Imagine one floor, . . . just large enough, nice and bright, and beautiful machinery, kept clean, . . . Engineers, constructors and mechanics, good mechanics, that earn $300 a month and more, making Sun Tubes and machines, and records!

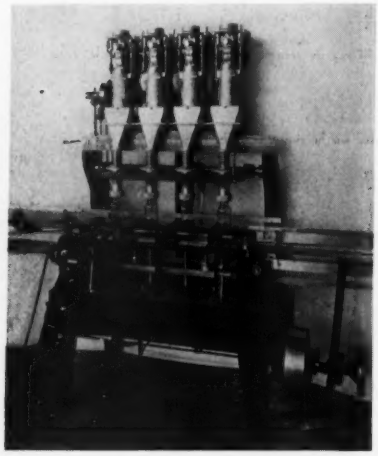
*From an empty building in 1925, we are now billing on our second million dollars.* All hustling to make more tubes, *and more money*, and on our floor, if we are men enough to do it, and I think we are, can be manufactured over 400,000 gross of tubes yearly, one shift, and believe me, that's a whale of a job.

Frank J. Fuzak

*President*

P. S. To be sold without salesmen!

and is adjustable to several sizes within reasonable limitations. It is rated at a speed of from 30 to 90 filled bottles per minute, the speed



*Filling machine for powdered and granular materials*

depending on the size of the bottle and the character of the material.

The machine occupies a space of approximately 4 ft. 7 in. x 13 ft. and one operator only is required to take care of feeding the empty bottles to the machine.

Where the material handled is of an effervescent nature, it is necessary to enclose the machine in a heated casing in order to eliminate all of the moisture from the air around the machine. The machine is now standard and is being built and marketed by the Pneumatic Scale Corp., Norfolk Downs, Mass.

## There Is a Difference

WEIGHTS as small as 1/2 oz. can be handled by the American Universal Electric filling machine, described on page 50 of the April issue. The limit was inadvertently stated as 12 oz. Realizing that this statement may make a difference to some readers, because many of the machines are used for very small packages, the correction is made.

## Cloth for Shipping Cases

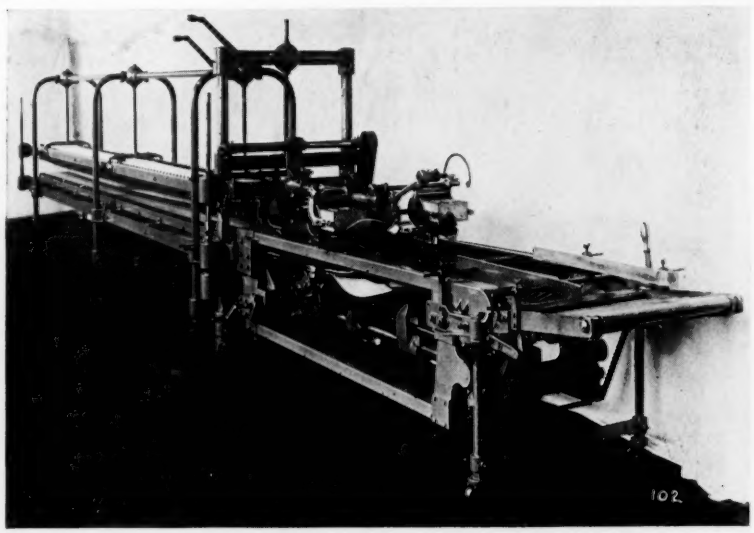
THE McLaurin Jones Co., Brookfield, Mass., is introducing what it terms a super-strength cloth for corrugated shipping cases known as the "Ideal Buyaswoven." This cloth is intended to increase the strength of the shipping cases.

## Top and Bottom Sealer

A new top and bottom automatic gluer, available for sealing corrugated and fibre shipping cases and designed and constructed along engineering principles that are widely adopted by the automobile industry, has been announced by the H. R. Bliss Co., Niagara Falls, N. Y. This machine is shown in an accompanying illustration.

Special attention has been given to the flexibility and instant adjustment from one size to another. Numerous advantages essential in modern packaging claimed for this equipment are as follows: Shortest and smallest unit ever developed; machine portable and equipped with Bliss silent drive; construction permits greater speed; compression unit driving both top and bottom belts develops greater efficiency by 20 per cent as well as providing a better sealed case; case under perfect control during sealing operation.

The H. R. Bliss Co., in designing machine methods for assembling and sealing corrugated and fibre shipping cases, have developed over forty standard models of equipment for this purpose. The above-described machine is operating successfully in representative manufacturing plants. The company maintains offices at Niagara Falls, N. Y.; 608 South Dearborn St., Chicago, Ill., Detroit and San Francisco.



*Top and bottom sealer for shipping containers*

## Can for Grocery Products

A patented paper can, heretofore known as the "Napacan," is now being manufactured and sold under the name of "Utilikans" by the Sefton National Fibre Can Co., St. Louis, Mo. This container is suited for coffee, spices, cocoa and other grocery products.

N. G. Rennicke, formerly with the Sefton Manufacturing Co. of Chicago, is now general manager of the Sefton National Fibre Can Co., and Lawrence I. Dennison, who was recently in charge of the Research Laboratory at the Western Electric Company in Chicago, is now plant superintendent of the Sefton company. W. P. Hicks is president.

## Trade Catalogs

*(Continued from page 54)*

Heating Devices: Beckwith Machine Co., Ravenna, Ohio, issue a letter-size leaflet illustrating, describing and giving prices on a number of "Sta-Warm" electric heating devices.

Labels and Seals: John Horn, 378 Tenth Ave., New York City, issues an attractive folder which contains samples of embossed labels and seals that are suitable for use on many different products. The samples shown include several colors, gold and silver and offer a wide selection of types.

## WHAT KIND OF GLUE Does Your Packaging Require?

**Ask for our circulars describing adhesives;**

*(1) For labeling tin and glass containers.*

*(2) For wrapping or sealing cartons.*

*(3) For sealing corrugated or fibre shipping cases.*

**THE ARABOL MFG. CO.**

*Largest Manufacturers in the World of Adhesives for All Purposes.*

NEW YORK: 110 E. 42nd St.

CHICAGO: (Cicero) Ill.



# FOR YOUR CONVENIENCE

## Modern Packaging

**11 Park Place, New York City**

Please enter my subscription to Modern Packaging for—

[ ] 1 year—$3.00 [ ] Send Bill

[ ] 2 years—$5.00 [ ] 3 years—$7.00

[ ] Check attached

*Name*.....*Position*.....

*Company*.....

*Address*.....*City*.....*State*....

Subscribers ordering a change of address are requested to notify us at least two weeks prior to the date of the issue with which it is to take effect.

**MADE IN THREE SIZES**

No. 5 STIKFAST—for labels up to 3"x4".....$15.00
No. 9 STIKFAST—for labels up to 6½"x6½".....$20.00
No. 12 STIKFAST—for jumbo-size labels.....$25.00
Each STIKFAST is made of brass and cast iron baked enamel. Will last a life time.

## STIKFAST the sanitary label paster that speeds up deliveries

TRADE MARK REGISTERED

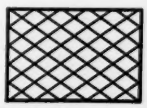
A TURN of the handle, a single pressure of the label to your package, and the whole surface adheres evenly and securely. By ruling the underside of the label with heavy parallel lines of mucilage, STIKFAST permits the exclusive use of inexpensive, ungummed labels. No smearing of wrappers to cause the packages to stick together. The labels never pull off, warp or blister.

*Absolutely guaranteed,* STIKFAST has proved its value through years of continuous service. Marshall Field & Company operate 700 STIKFASTS; Boston Store, Chicago, 102 STIKFASTS; Carson Pirie Scott, Chicago, 250 STIKFASTS; Lancaster Seed Company, Pennsylvania, 14 STIKFASTS; hundreds of others just as prominent also using from 1 to 100 STIKFASTS each.

With the STIKFAST an average girl can label from 1,500 to 3,000 packages a day, *easily!*

Each STIKFAST can be used for any size label from a postage stamp to its capacity. We send 1 lb. dry mucilage and 1 pt. liquid mucilage FREE with each STIKFAST. A pound of this dry mucilage will absorb 1½ pts. of water, making half a gallon of mucilage for 15c, if bought in 80-lb. bags. Prices: 5-lb. bags—$1.25; 10-lb. bags—$2.30; 25-lb. bags—$4.75; 50-lb. bags—$8.50; 80-lb. bags—$12.00.

Don't wait. This proposition is vital to your business progress. It will save time, labor, labels, mucilage, confusion—*and you get it on free trial.* ORDER AT ONCE!



*This is the way the back of your labels look after being run through the STIKFAST. Note the lines of mucilage.*

*send no money.. try it free/*

*mail this coupon now!*

THE A. V. ROSS COMPANY, 5033 Carthage Avenue, Norwood, Ohio.

Send me on FREE TRIAL one STIKFAST Label Paster and 1 lb. dry mucilage. I enclose one of our largest size labels. (WE CANNOT ACCEPT TRIAL ORDERS WITHOUT YOUR LABEL) I will try STIKFAST 5 days and if not satisfactory will return it, without further obligation, by prepaid express.

*Name*.....

*Address*.....

*City*.....*State*.....

This trial offer only for United States on account of Customs regulations.

(*Continued from page 40*)

to indicate, wherever you are, a cup of coffee just finishes the day right. The candy package having for its motif Eugene Field's inimitable little poem, "The Sugar Plum Tree," is a typical children's package. Sunny is for a medicine. Smiling faces and cheerful colors depict the way the medicine makes you feel. Many old designs that have become familiar through usage may be considerably dressed up and improved and still not lose their identity or originality.

All of these points must be given careful study, for the result as obtained will determine whether or not the package meets merchandising requirements. These merchandising requirements, if successful sales are to be obtained, cannot in every case be judged by the fancy or desires of the producer, for it must be remembered that above all else packages must meet the competition forced by other producers who are distributing similar products that are attractively and effectively packaged. A producer, however, cannot disregard costs for it is apparent that expense on each one of the steps mentioned can be exaggerated to a point where the margin of profit is reduced below a reasonable interest on the investment or entirely obliterated. In every case it is a question of carefully determining the allowable expenditure and consulting those who are fitted to advise competently on equipment, materials and designs.

THE utility of the round fibre container has long been recognized and the several advantages, as well as the disadvantages of this type, are generally known. Therefore the development of a round fibre package that meets the requirements for the packing of moist or dry products will be of interest. Examples of such containers which provide sanitary, moistureproof and airtight packages on which beautiful designs may be executed at a reasonable cost, are shown in the accompanying illustrations. Unlike many fibre containers, raw materials of which come from unsanitary and questionable sources, these contain only new pure spruce pulp specially treated with high test paraffin. The inside of the can is untouched. By unique methods of seaming a variety of convenient metal tops are applied and bottoms are either of metal seamed on or of fibre. The fibre bottom is tightly sealed or locked to the wall of the container in a novel manner employing heat and pressure giving an actual moulding operation. The heavy coating of paraffin makes the inside chemically inert to most substances, the body being alternately laminations of fibre and paraffin. It is absolutely airtight and moistureproof. The coating of paraffin on the outside prevents to a great extent all soiling from necessary handling of the containers.

Perhaps the biggest item of these containers is the ease with which designs are reproduced. Against the chinalike background type and illustrations stand out and the subsequent paraffin treatment bring out color values to an extent that cannot fail to attract attention. As the decoration is done before the can is formed, the highest grade of printing equipment may be used. The beauty of the design is limited only by the creative ability of the artist and the skill of the printer to reproduce. The process used produces a container which for many products is the equal in beauty and utility of finely lithographed tin containers.

## A Package for Eggs

A paper bag which is intended as a guarantee of the freshness of the egg contained, is described in a recent issue of *The Paper Container* of London. This bag is made from greaseproof transparent paper and is capable of expanding sufficiently to allow of the insertion of an egg. The size and color of the egg can be seen from either side of the bag, and on the face of it is printed a definite binding guarantee that the egg is fresh and of the best quality. At the bottom is printed the name of the county in which the egg was laid.

When the egg has been packed the flap is sealed with adhesive by hand, and when so sealed the egg enclosed cannot be tampered with, and will remain fresh for a reasonable period. The bag is thin enough to enable the egg to be packed with ease, yet prevents rattling and liability to breakage during transport, and the poultry farmer and the public should both benefit from this new method.

There is so extensive a trade in the shipment of eggs that much thought is being given to methods which will minimize the cost of transport. A recent experiment was carried out whereby, instead of shipping the eggs in the refrigerating chambers, they were packed in greased paper and consigned as general cargo. Strips of greased paper are used in which the eggs are wrapped, and the ends of the paper twisted tightly, so as to exclude air. Thus sealed, it is contended that the eggs can withstand reasonable changes of temperature without undue enlargement of the air cells.

## Wraps in Bakery Products

IN a survey of the baking industry in the United States, lately completed by the Du Pont Cellophane Co., it is pointed out that the advent of the new moistureproof Cellophane is one of the most important recent developments in this trade. This material is being used successfully for layer cakes, small cakes and doughnuts, and, during the past Christmas season, fruit cakes of many of the well-known bakers appeared in this wrap.

Another fact is that there are more than fifty items, exclusive of the popular cookie units, which have adopted some sort of packaging in which this material is featured. The survey deals in detail with both the manufacturing and retail problems of the trade and offers suggestions as well as illustrations showing the most profitable manner in which to adapt the wrap to the needs of the industry. The data for this report were compiled after consultation with the trade itself, editors of trade papers, executives of large concerns in different parts of the country as well as with food research experts.

IT would be difficult to make a poor package with *Pinco Papers.*

We have created for you an artistic combination of the best materials obtainable, both foreign and domestic.

If you like our artistic combinations, you may use our papers with full confidence that they will wear as they look.

That is why we continually search for and use only the best. That is why the customers of *Pinco Papers* are selling goods to the Public.

It isn't color, design, form or price which develops the final urge, but "that something" which conveys the impression of the real thing as against something that just appears to be.

Our records in sales tell us that we shall eventually get those who really discriminate.

PINCO PAPERS

INCORPORATED

*in* CAMDEN, NEW JERSEY

# Demand! Containers that are STRONG and RUGGED

ROBERT GAYLORD, INC.
GENERAL OFFICES SAINT LOUIS

# "U.S." Labels Cartons

Will help Sell your Products

Let us be your package counsellors

*BRAND NAMES*

It is unsafe to adopt a new brand name without first making a thorough investigation to ascertain whether the name is already in use. Consult our Trade Mark Bureau. The service is free.

**The United States Printing & Lithograph Co.**

CINCINNATI 110 Beech St. | BROOKLYN 101 N. 3rd. St. | BALTIMORE 28 Covington St.

## *YOUR LABELING AND CASING PROBLEMS*

Can be solved as readily as they have been in hundreds of plants.

Increased output, decreased costs and a smooth working unit are definitely assured with the installation of BURT Machines.

These well-known Time-Savers have been regularly performing for years in most of the nationally known plants packaging goods in round containers.

Mechanical Labeling, Inspecting and Casing means greater economy, neatness and speed.

**THE BURT WAY IS THE RIGHT WAY**

Burt Machine Co.,
Baltimore, Md.

**New York Office,
15 Park Row**

**Chicago Office,
564 W. Randolph St.**

It requires no particular skill to operate an "IDEAL STITCHER." By pressing the left treadle brings the arm forward, making it convenient to slip the box over. Pressing the right treadle regulates the number of staples to be driven in container.

**This Machine Is Sealing
250 to 350 Container Bottoms Per Hour!**

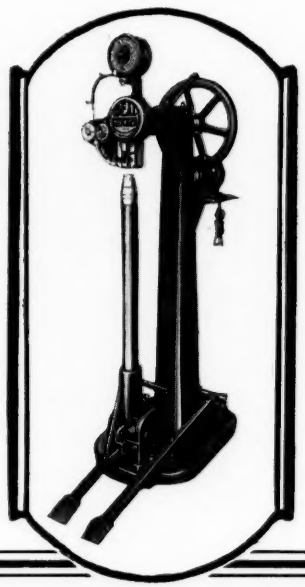
## "THE IDEAL WIRE STITCHER"

*Loose-Wiles Biscuit Co.*
*The Fleischmann Co.*
*Marshall Field & Co.*

**These and other internationally known companies have chosen "The Ideal" because it represents the minimum in upkeep-operating expense, and increased production.**

***SPEED! ACCURACY! SIMPLICITY!***

*WRITE FOR PRICES, TERMS, ETC., TODAY*



JAMES H. JONES

**628-30 Jackson Blvd.** **Chicago, Ill.**

## *MUSTARD PACKAGING*

In the plants of D. & L. Slade—Heinz—Libby—McCormick—Stickney & Poor—Jewett & Sherman—H. Ten. Bruin—Canby, Ach & Canby and practically all the large mustard packers you will find—

*THE VISCO FILLING MACHINE*

With speed and unfailing precision, it measures the mustard into the glass and avoids all mess or waste. Also fills apple butter, jelly, honey, syrup, etc.

It is dependable for continuous operation day in and day out—a steady, uniform producer.

Machines in use ten years with a negligible upkeep cost—still giving the same service as the day they were installed, tell their own story of fine and lasting construction.

Our catalog gives full details.

Ask about our smaller machines, too.

**The Karl Kiefer Machine Co.**

Cincinnati, O.

London Office: C. S. duMont, Windsor House, Victoria St.

## INVESTIGATE THIS REMARKABLE WEIGHER

Scale and Machinery, Inc.
718 Greenwich Street,
New York, N. Y.

*WITHIN ONE GRAM!*

Dear Sirs——

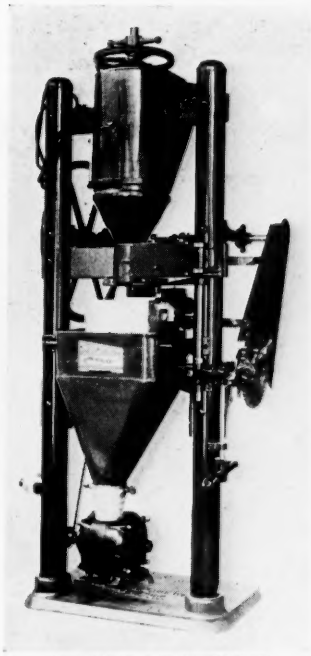
We are very much pleased with the machine you have installed for us. We are pleased not only with the machine itself, but with the service and cooperation you have given.

Although the materials weighed are not easy to handle, the accuracy of weighing is much greater than you promised. In one run of 1250 packages, each fifth package was weighed. In no case was there a variation of more than one gram, up or down, and the total variation in the 250 packages weighed was less than ten grams. We do not see how anybody could ask anything better.

Very truly yours,
FINEART FOODS, Incorporated
(Signed) V. van der Linde,
President.

VvdL:h

WHAT IT DOES FOR THEM
IT WILL DO FOR YOU



Model N. P. SAMWEIGHER

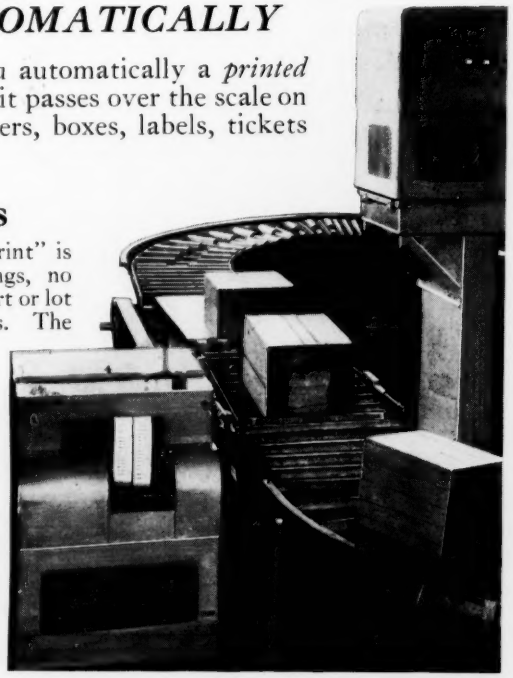
**SCALE AND MACHINERY, Inc.**

**718 GREENWICH STREET NEW YORK, N. Y.**

# WEIGHS and PRINTS

## the weight for record—*AUTOMATICALLY*

This device, the "Weightoprint," will give you automatically a *printed* record of the weight of any part or container as it passes over the scale on a conveyor. It prints the weight on tape, stickers, boxes, labels, tickets —in single or duplicate.



### Eliminates Possibility of Errors

All possibility of errors is eliminated, for the "Weightoprint" is automatic. There is no guesswork, no careless readings, no forgetting. You get your report of the weight of each part or lot in individual weights with sub-totals, and grand totals. The record is indisputable.

The "Weightoprint" comes in capacities of from three grains to one hundred tons. Can be installed on any conveying system.

**Send for Details**

*Write us today for particulars of this weighing device. See what a remarkable time-saver it is. Stop your weighing losses. Eliminate errors. The "Weightoprint" will do it. Get complete information now. No obligations.*

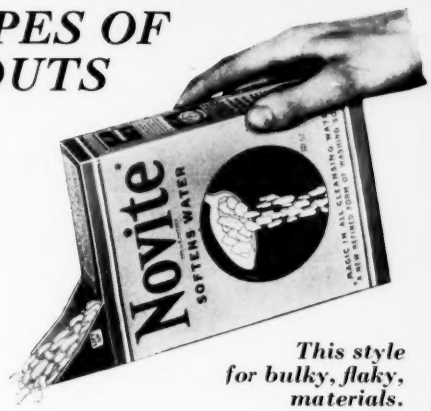
**MERRICK SCALE MFG. CO.**
**182 Autumn St. Passaic, New Jersey**

# *TWO UNIQUE TYPES OF POURING SPOUTS*

***This style for granular materials of free flowing nature.***

Adaptable to any product that will pour such as

Salt
Sugar
Rice
Soap Powder
Soap Flakes
Breakfast Foods,
Etc.




***This style for bulky, flaky, materials.***

These spouts have gone through the experimental stage and have proven practical. They are adaptable for use on all standard makes of filling machines.

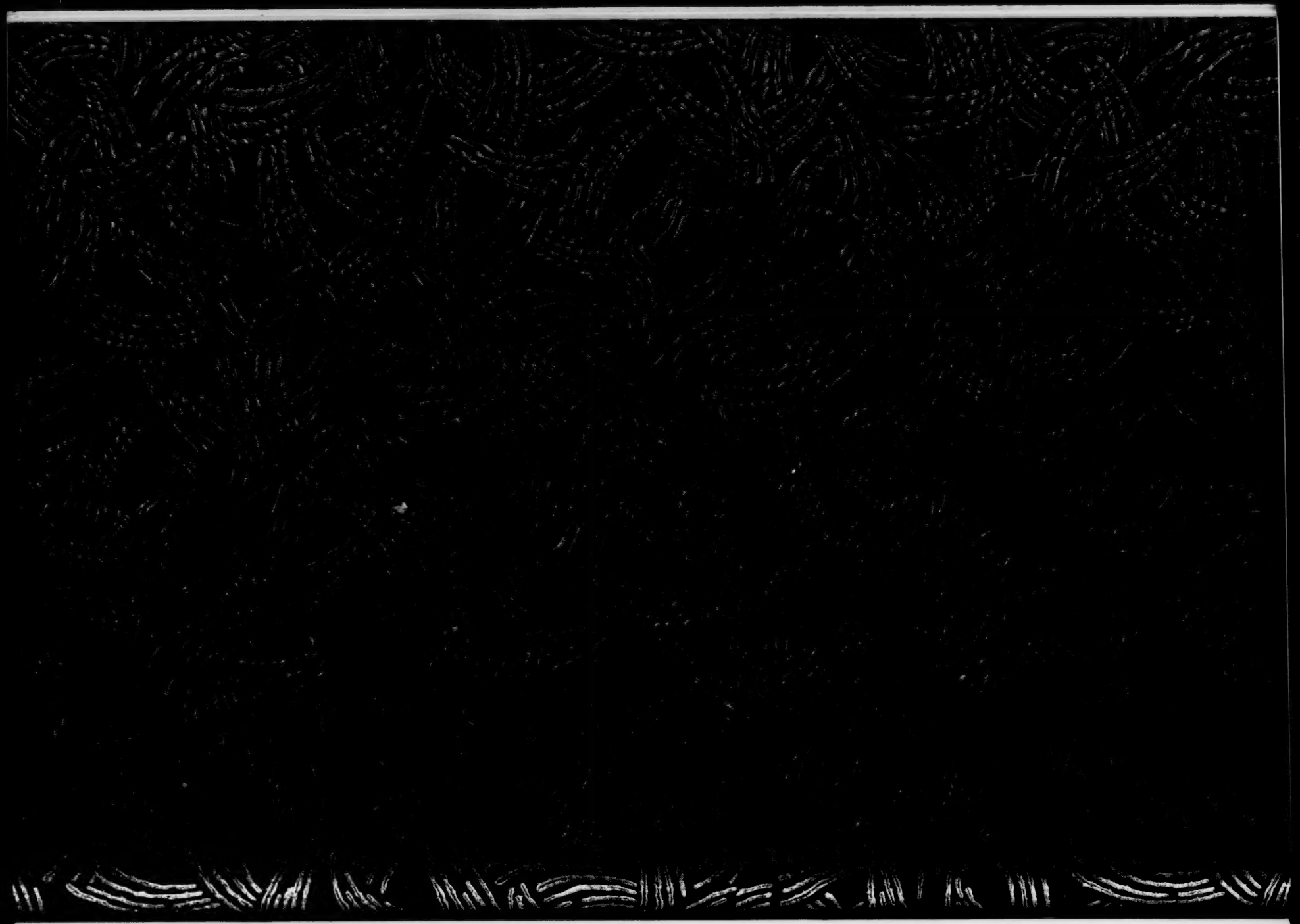
Pouring spouts are a convenience to the housewife and an added advantage to any product on which they are used.

***Samples for Your Product Will Be Furnished on Request***

## THE RICHARDSON CO.

**Lockland, Cincinnati, Ohio**

***MANUFACTURERS OF FOLDING BOXES***



# MULTICOLOR FANCY

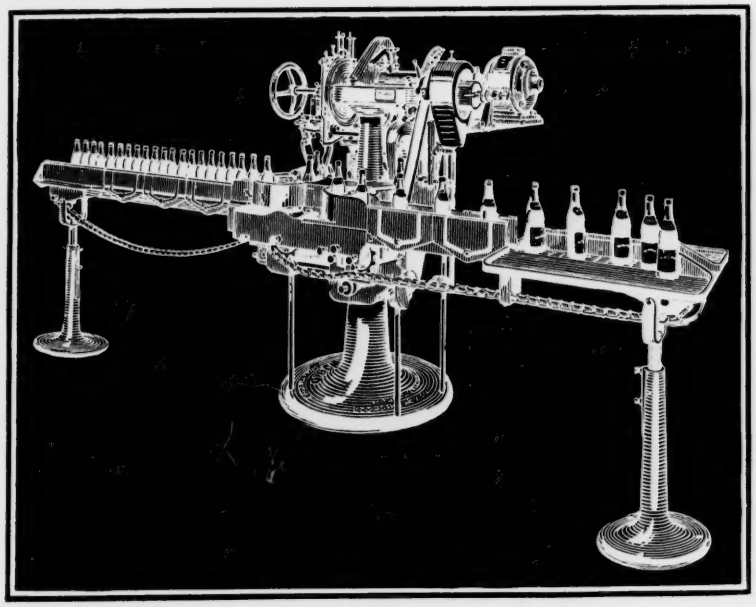
*A* NEW SPECIALTY PAPER by DEJONGE with unusual possibilities and attractive ultimate cost.

If you would care to see these beautiful papers — just write for Book No. 216.

LOUIS DEJONGE & CO.

NEW YORK

CHICAGO PHILADELPHIA



# ROTARY WORLD LABELER

A high-speed and full automatic machine. Simple in design, steady in construction, efficient and economical.

**Economic Machinery Company**

Worcester, Massachusetts
U. S. A.

# World Labeler

*Sealing and Labeling*

## GLUES

***for all types of machine and hand work***

*Prices and Samples gladly furnished*

**THE F. G. FINDLEY CO.**
*Adhesive Manufacturers*
MILWAUKEE WISCONSIN

**FEDERAL**
PHOTO-ENGRAVING CORP.
310 EAST 23RD ST.
NEW YORK CITY

**EXACT REPRODUCTION**

**is the most essential factor in the process through which the artist's creation becomes a printing plate.**

**This consummate skill is offered to box manufacturers seeking the superior craftsmanship and experience in this especial field.**

**GLUES** DRY OR LIQUID

DRY OR LIQUID **PASTES**

**LABELING**
**SEALING**
**WRAPPING**

**WESTERN PASTE & GUM CO.**
*Manufacturers of*
DEXTRINES and ADHESIVES

CHICAGO
2710 South Throop St.

JERSEY CITY
402 Claremont Ave.



**TIN FOIL**
***FOR BEAUTY and UTILITY***

Cheese
Butter
Ice Cream
Tea
Chewing Gum
Candy
Cigars
Cigarettes
Beverages
Friction Tape

**Midland Metal Co.**
1249–1289 SO. CAPMBELL AVE.
CHICAGO, ILL.

Keen Competition
can be met by beautifying your package with Lambooy Labels and Seals.
Lambooy Label & Wrapper Company
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KALAMAZOO MICHIGAN



**WANTED**
**AN ENGINEER**

One who is familiar with automatic machinery for paper and cardboard feeding, folding and inserting. All replies treated confidentially. Send full particulars. Position with promising future assured for right man.

Box 121
*care* MODERN PACKAGING
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New York City

## Overweight losses are now unnecessary

"EXACT WEIGHT" SCALES stop overweight—the profit thief. May we send a field engineer to make a survey of your weighing operations? His advice may be the means of saving you a great deal of money.

**THE EXACT WEIGHT SCALE CO.**
(Formerly the Smith Scale Co.)
1305 W. Spring St. Columbus, Ohio

## Thousands of Dollars Worth of Advertising *FREE*

Many manufacturers are securing thousands of dollars' worth of publicity *free* every year by using EVERHOT Branding Outfits.

You can profit through this method, too, by branding your name, your product on every shipping base and carton.

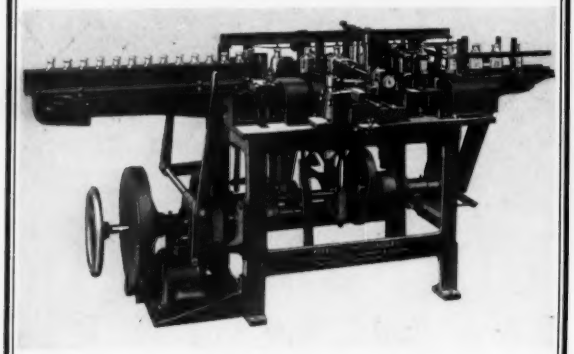
EVERHOT outfits cost little and work fast.

***Write for full information***

**EVERHOT**
*America's Brand Makers*
**MANUFACTURING CO.** MAYWOOD, ILLINOIS
*621 S. TENTH AVE.*

# THE RANDOLPH BOX *and* LABEL CO. CHICAGO

*Manufacturers of*
**FOLDING BOXES**
**DISPLAY CONTAINERS**
**LABELS *and* WRAPPERS**



# WEEKS AUTOMATIC LABELERS

SINGLE and DOUBLE
for Oval, Round or Square
Bottles, Cartons
or Cans

## SINGLE LABELERS

Apply spot labels and labels on three sides.

## DOUBLE LABELERS

Apply front and back labels simultaneously and two labels on four sides of containers.

WEEKS LABELERS are essential for straight line production. They supply the missing link in Filling—Screw Capping; Labeling — Cartoning Operations. One WEEKS Unit will replace two to five semi-automatic hand-fed labelers.

UNEQUALED for accurate registration and clean application of labels.

*SPEED*—40–120 *CONTAINERS per minute*

INSPECTION AFTER LABELING UNNECESSARY

## McDonald Eng. Corporation

**220 Varet St.** **Brooklyn, N. Y.**

London: Windsor House, Victoria St., S. W. I.

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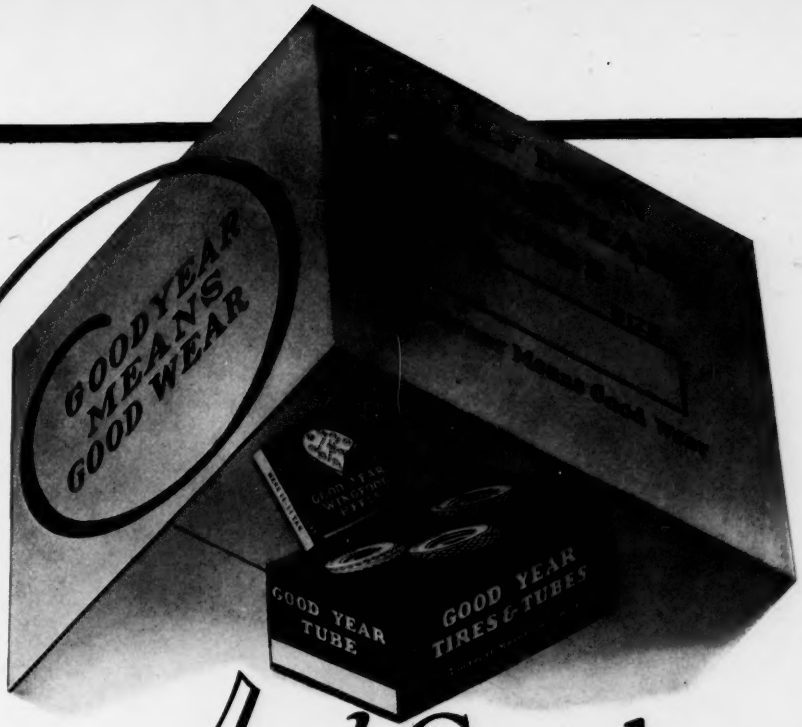


# *And* Goodyear *selects* Consolidated Cartons and Shipping Cases *for* GOOD WEAR

Not only Goodyear—but firms doing millions of dollars worth of business annually—specify Consolidated products because of their established quality.

The fact that the production of Consolidated Paper Company's mills has increased from 6 tons per day to 700 tons per day in 27 years is striking proof as to both the quality of the product and the service rendered by the producer.

**CONSOLIDATED PAPER COMPANY**

Monroe, Michigan

# PACKAGE INSERTS

Distributed free—right into the home—the place where the majority of sales originate.

They offer an opportunity to tell the consumer how to use your product—of its new uses—about other products you sell—of free samples you send on request—or of other printed material you furnish.

Publicity of this kind results in satisfied users—and satisfied users means sales for you.

Our organization is exceptionally well equipped to produce material of this kind. Quantities may be either large or small—done by color printing or offset lithography. Our idea department will furnish you with constructive suggestions.

*Let us have a representative call and show you how we can produce effective advertising for you.*

COLOR IN ADVERTISING
REG. U. S. PAT. OFF.

## The Munro & Harford Company

OFFSET LITHOGRAPHY AND COLOR PRINTING

MASTER PRINTERS BUILDING
TENTH AVENUE AT 34th ST.
NEW YORK

*Members of the Window Display Advertising Association*